Traffic Safety

FORMERLY PUBLIC SAFETY

A NATIONAL SAFETY COUNCIL PUBLICATION

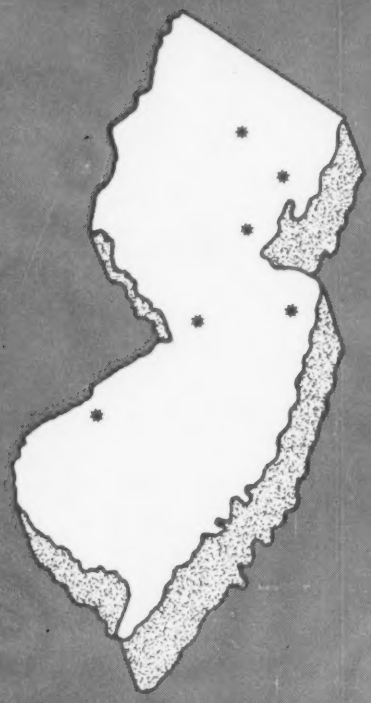
MAY 1958

The

BIG SWITCH

in Madison

HOW NEW JERSEY'S CLINICS CURE PROBLEM DRIVERS



Also in this issue:

Top Cities and States Tell How They Did It

New Driver Training Films

the Defensive Driving Series

NEWEST ADDITION to the Council's library of driver training films is "The Defensive Driving Series", a series of six films covering the six basic traffic situations wherein your vehicle and another vehicle can collide. Each of the six positions and the defensive driving rules applying is covered in a separate film. The films are 16mm, black and white, with full movement and synchronized sound. Running time is 10 minutes each.

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Since the content is organized around the six basic traffic situations, the series constitutes a comprehensive course in defensive driving for new drivers and also lends itself to selective use in the re-training of accident repeaters who often have difficulty with one particular type of accident.

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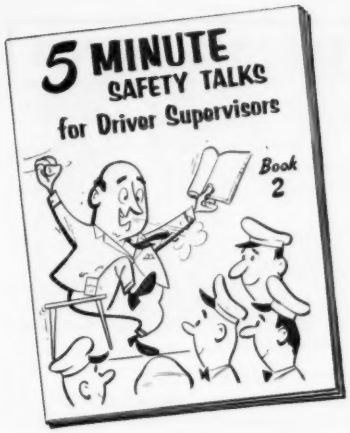

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What does Safety Really Mean?
Some common misconceptions about the meaning of safety and a point of view that puts control of accidents in our hands.

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The arithmetic of traffic can be as useful to a driver as the ability to make change for a dollar bill. An easy formula for miles per hour and feet per second.

Position Is Everything
There are still plenty of narrow highways that leave little room for "center stripe drivers." An aiming point helps you "know" where your right wheel is at all times.

Help!
Why send for help before rendering aid to the injured? Here's the reason and a sure fire method of getting the assistance you need fast.

First Aid in Five Minutes
If you don't know, you can do an injured person more harm than good. But there are minimum things you can do until expert medical aid arrives.

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What We Inspect
A driver's best contribution to good maintenance is thorough pre-departure inspection. Organize it properly so you can do it thoroughly and fast.

About Our Insurance
The insurance company pays claims with our money. What every driver should know about how a good safety record affects our insurance costs.

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Tough Luck
Advice about leaving your troubles at home is like telling a man to stop scratching an itch. What a professional driver should do when tough luck hits.

Resentment Comes Naturally
There are some things we should resent. But there are blind resentments that can lead us into traffic tangles. Some sage advice on how to keep our resentments sorted out.

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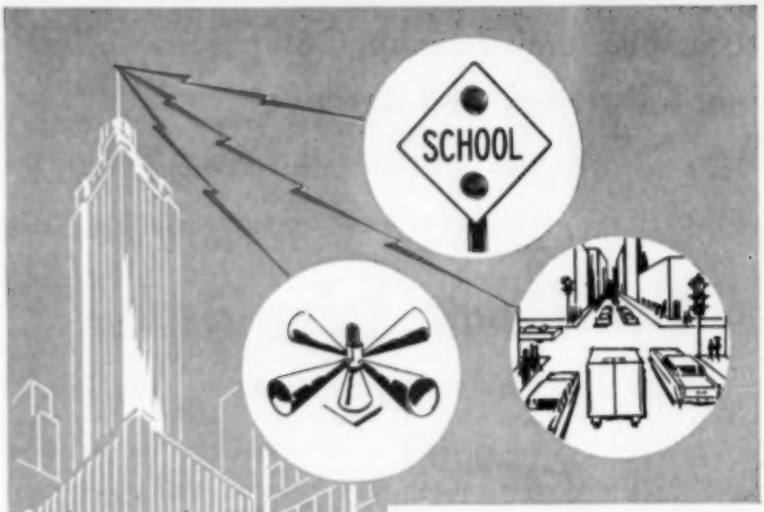
ABOUT THE AUTHOR:

These talks were prepared by Russell FitzPatrick, one of today's most colorful, original, and authoritative writers on the subject of driver selection, training and supervision, and the problems of motor fleet management. Now an independent consultant on fleet operations, FitzPatrick was on the faculty of Texas A. and M. College where he taught courses in fleet operation. He has appeared as an instructor on many fleet supervisor training courses throughout the country and has had wide practical experience in the field of fleet safety supervision.



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COMING EVENTS

May 1-3, Norfolk, Va.

Annual Conference of the Virginia Safety Association (Monticello Hotel). James T. Wadkins, manager, 2501 Monument Ave., Richmond, Va.

May 5-7, Allentown, Bethlehem, Easton, Pa.

Thirty-first Annual Eastern Pennsylvania Safety Conference. Harold A. Seward, Lehigh Valley Safety Council, 602 East Third St., Bethlehem, Pa.

May 6-8, Buffalo, N. Y.

Eighteenth Annual Western New York Safety Conference and Exhibit (Hotel Statler) Clifford H. Seymour, executive secretary, P.O. Box 315, Niagara Falls, N. Y.

May 8-9, Baltimore, Md.

Governor's Annual Safety-Health Conference and Exhibit (Lord Baltimore Hotel). Joseph A. Haller, executive chairman, Department of Labor and Industry, 12 E. Mulberry St., Baltimore 2, Md.

May 20-21, Louisville, Ky.

Kentuckiana Safety Conference and Exhibit (Kentucky Hotel), Estel Hack, executive vice president, Louisville Safety Council, 214 Speed Bldg., Louisville 2, Ky.

May 29-30, Miami Beach, Fla.

Southern Regional Conference of the President's Committee for Traffic Safety.

June 11-12, Bridgeport, Conn.

Thirteenth Annual Connecticut Safety Conference (Stratfield Hotel). A. V. Short, publicity director, 15 King St., Wallingford, Conn.

Sept. 16-18, Cleveland

Twentieth Safety Conference (Pick Carter Hotel). H. G. J. Hays, Executive Secretary-Treasurer, Ohio State Safety Council, 8 E. Chestnut St., Columbus, Ohio.

Sept. 16-20, Copenhagen, Denmark

Fourth International Study Week in Traffic Engineering sponsored by World Touring and Automobile Organization, 12 Chesham Pl., London, SWI, England.

Sept. 18-19, Rockland, Me.

Thirty-first Annual Maine State Safety Conference (Samoset Hotel), Arthur F. Minchin, secretary, Department of Labor and Industry, State House, Augusta, Me.

Oct. 20-24, Chicago

Forty-sixth National Safety Congress and Exposition (Conrad Hilton Hotel). R. L. Forney, secretary, National Safety Council, 425 N. Michigan Ave., Chicago 11.

Oct. 26-31, Mexico City, Mexico

Third World Meeting of the International Road Federation (Hotel Del Prado and Sec. of Communications Bldg.).

Nov. 10-14, Miami Beach

Annual Meeting of the Institute of Traffic Engineers (Deauville Hotel). Contact David M. Baldwin, executive secretary, 2029 K Street, Washington 6, D. C.

Traffic Safety

FORMERLY PUBLIC SAFETY

Volume 52 Number 5 MAY 1958

A NATIONAL SAFETY COUNCIL PUBLICATION

TRAFFIC SAFETY is dedicated to the prevention of traffic accidents through the presentation of objective information and responsible opinion to official agencies, public support groups and the motor transportation industry. The views expressed do not necessarily reflect the beliefs or policies of the National Safety Council, but they are presented in the conviction that the pressing social problem of traffic accidents can best be resolved through freedom of expression and open debate.

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TRAFFIC SAFETY is published monthly by the NATIONAL SAFETY COUNCIL, 425 N. Michigan Ave., Chicago 11, Illinois.

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Printed in U.S.A. Entered as second class matter at the Post Office in Chicago, Illinois, under the Act of March 3, 1879.

Permission to reprint contents with the customary credit line is freely given unless otherwise stated. Photos and cartoons excepted.

The subscription price to TRAFFIC SAFETY is $4.50 per year (add 50 cents for foreign charges except to Canada and Pan-American Union). Prices on quantity lots will be quoted on request. All prices subject to a 10 per cent discount to National Safety Council members.

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BETWEEN STOPS

MAYBE you've never heard of Miss Mary Anderson. But, whether you have or not, you owe this Southern spinster a vote of thanks everytime you turn on your windshield wipers.

Mary Anderson came up with the idea for today's windshield wipers because she was sympathetic to the woes of the street car motormen of New York City.

Back in 1902 she watched the transit operators on their platforms protected only by panes of glass. When the glass blurred by rain or traffic film, they had to stop the car, get out and wipe the glass.

So maybe you've never heard of Miss Mary Anderson. She died at the age of 87 in Monteagle, Tenn. just three years ago. Maybe this Southern belle won't get her deserved monument in the family plot in Elmwood Cemetery, Birmingham, Alabama, but everytime you switch those wiper blades on, you're contributing to the real monument to safety which Miss Mary Anderson left to the generations that came after.

DEATH ON THE HIGHWAY SLOWED DOWN IN FEBRUARY

Mileage figures not yet available. Eighteen states — 9 cities continue to slash toll in '58

THE slowdown of death on the highway continued in February.

The nation's traffic fatalities for the month totalled 2,350. This was a 5 per cent drop from the toll of 2,470 in February of 1957 and was the smallest toll for any month since the 2,319 recorded in February, 1955.

The death total for the first two months of this year was 5,080—5 per cent below the 5,340 reported for the same period last year.

February was the fourth consecutive month to show a drop in the traffic toll. Except for last August, every month has shown a decrease or no change from the year before since the downward trend began in December, 1956.

The Council sees a direct relation between the improved traffic record and the increased effort and activities by public officials, by traffic control agencies, and by the automotive industry to make safer cars and to de-emphasize speed in advertising.

Safer highways, safer cars and safer drivers are a winning combination in bringing down death on the highways. This combination already is paying off, and it will keep on paying off.

No travel figures are available for 1958, and the Council said its reports do not provide conclusive evidence of what part, if any, heavy snows and bad weather may have played in holding down the February traffic toll.

Improvement in the traffic record was general throughout the country. Thirty-three states reported decreases in February, while 27 had lower tolls for the two-month period.

In 654 cities reporting for February, the improvement over the previous February was 3 per cent. For two months, the total was unchanged.

Of the 654 cities, 548 had fewer deaths or no change in February. For two months, 505 had fewer deaths or no change.

In February, 492 cities had perfect records. The three largest were Wichita, Kan. (224,700); Syracuse, N. Y. (214,300), and Hartford, Conn. (188,800).

To Page 51

Leading at the End of February

States

New Hampshire	—70%	Pennsylvania*	—14%	Long Beach, Cal.	12	—86%	Atlanta, Ga.	5	—31%
Vermont	—67%	Kansas*	—14%	Washington, D. C.	8	—62%	Minneapolis, Minn.	2	—29%
Delaware	—50%	Indiana*	—13%	Oakland, Cal.	6	—60%	Portland, Ore.	2	—29%
Arkansas	—40%	Texas*	—12%	Akron, Ohio	5	—56%	San Francisco, Cal.	5	—28%
Utah	—36%	Michigan*	— 8%	New Orleans, La.*	10	—53%	Detroit, Mich.*	7	—25%
South Carolina	—31%	Tennessee*	— 7%	Kansas City, Mo.	5	—50%	Los Angeles, Cal.*	18	—23%
Connecticut*	—29%	Minnesota	— 7%	Dayton, Ohio	2	—50%	Rochester, N. Y.	1	—20%
Missouri*	—28%	Nevada	— 7%	Wichita, Kans.	1	—50%	Memphis, Tenn.*	1	—17%
Illinois*	—23%	Alabama*	— 6%	Milwaukee, Wis.*	6	—46%	Birmingham, Ala.*	1	—13%
Mississippi*	—23%	Wyoming*	— 6%	Cincinnati, Ohio	6	—46%	Chicago, Ill.*	5	—11%
Wisconsin*	—21%	Colorado*	— 5%	Philadelphia, Pa.*	11	—33%	Dallas, Texas	1	— 7%
North Carolina*	—19%	Georgia*	— 2%	Flint, Mich.*	1	—33%			
West Virginia	—18%	Virginia	— 4%						
Maine*	—15%								

Cities

* Had reductions for 1957

Today's Traffic

LOOKING AHEAD

Brake control fits all cars

A new hydraulic brake dual control for cars used in driver education is on the market. It costs $40. The new control fits all cars, can be transferred from one car to another, and can be mounted in various positions. Because it fits all makes and models, it can be used until its cylinders or other parts wear out—about five or six years under average conditions.

Germany on wheels

Since the war, motor traffic in Germany has increased at an almost terrifying rate. From 1952 to 1956 the number of registered motor vehicles has increased from 2.8 to approximately six million, and conservative forecasts predict the doubling of this figure by 1960.

Check reveals brake damage

Importance of daily safety checks of school buses was underscored at Centerville, Ohio, recently. In their routine daily check of buses before taking off to pick up their 600 passengers, school bus drivers found that vandals had cut the hydraulic brakes on five school buses.

In good old days

In the twenties, several cars were marketed with headlights which turned with the front wheels. In 1906, headlights on the Winton were classified as "extras." The same year Sears-Roebuck sold a car on a 10-day trial basis for $325.

More parking meters for NY

Recent installation of 1,748 new parking meters will accommodate 50,000 shoppers and short-term parkers per week in 11 Manhattan and Brooklyn business districts. This brings the total number of meter controlled parking spaces in New York City to 46,000 to serve 69,000,000 vehicles per year.

Too fast or too slow!

Luther Edward Creech, ticketed in an Oklahoma City radar check zone, circled the block and went through the zone at 10 mph, waving a sign to warn other motorists. He was nabbed again, this time on charges of driving too slow and disorderly conduct. In court the judge sided with Creech, told arresting officers: "He slowed traffic down. That's what the radar was for, wasn't it?"

Field day for mechanics

Communities conducting vehicle safety check programs this month will be interested in the results of a check conducted as part of a road safety week held at Nottingham, England. Some 355 of the 398 cars tested were in need of repair.

Test TV for expressways

Cook County, Ill., is undertaking an experiment to determine the feasibility of using a closed circuit television system to police and regulate traffic on expressways. Admiral Corporation will conduct the experiment on a $6,200 contract. The county will pay 25 per cent of the cost, the federal government 50 per cent, and the state 25 per cent. Tests will be made on Chicago's Congress Expressway.

Speedometer stickers

The Kiwanis Club of Charleston, Ill., is going all out to make the public safety conscious through the use of safety stickers on speedometers. Stickers say: Back the Attack—Safe Driving Every Day. The club has developed a package of materials which enables any group to build a program around the sticker idea. Package includes newspaper and radio releases, slogans, and time table.

Puts finger on parents

The new Wisconsin Vehicle Code makes parents responsible if they permit their children to play with wagons, tricycles or other toy vehicles in the roadway. Parents are also held responsible under the law if they permit their children to violate bicycle rules and regulations.

Traffic Jammers Club

Station WCEN, Mt. Pleasant, Mich., is making teen-agers traffic safety conscious with a daily Traffic Jammers Club program. Popular songs are played and traffic safety rules and local traffic situations and problems discussed in teen-age patter. Youngsters become members of club by promising to drive safely. They receive membership card with ten traffic safety promises printed on back.

Was he burned up!

Ohio Turnpike Patrol officers, driving at speeds in excess of 100 mph, were unable to overtake a speeding motorist. However, the officers caught the speeder when smoking tires forced him to pull up. He admitted to doing 135 mph.

Unique solution

Dr. Arthur Pound, former New York State historian, has come up with a suggestion to reduce parking offences. Dr. Pound believes police should let the air out of the tires of parking offenders to discourage repetitions. He contends that the atmosphere—and hence the air within the tires—is owned by the state, so the state can do as it pleases with it.

These guys don't repeat

What do college gals rate as dangerous behavior on a "car date?" According to a recent poll of 485 attractive Mt. Holyoke College lasses, here are the lads whose driving behavior spoils their chances for future dates: the fellows who drive with one hand on the wheel and a heavy foot on the gas pedal, the boys who are lacking in highway courtesy, the showoffs, the "cowboys," and those who indulge in "one for the road."

Freeway six times as safe

In its first full year of operation the Baldock Freeway in Oregon has proved to be about six times as safe as other primary highways in the state.

REGIONAL CONFERENCES RALLY PUBLIC SUPPORT

Thousands move to back traffic priorities

THREE of the four regional Citizen Leadership Conferences called by President Eisenhower to generate public support for traffic safety improvement in each state are now history.

The Eastern conference in Atlantic City March 11 and 12 was the kick-off of regional meetings of opinion leaders from all states to generate backing for the top traffic safety priorities established by public officials. The Middlewestern regional conference in Chicago April 1 and 2, and the Western regional conference in San Francisco April 8 and 9 were being held as TRAFFIC SAFETY rolled off the press—too late for coverage in this issue. The final Southern conference will be held in Miami Beach May 29 and 30.

The Eastern conference of 11 states set the pattern for those which followed. In the course of the day-and-a-half sessions, top civic and business leaders met by states, and also by groups: agriculture, business, civic-fraternal-professional, labor, parents, women, and religious—and pledged their leadership in developing organized support for specific accident prevention measures recommended by public officials of their states—Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and the District of Columbia.

President Eisenhower's spokesman, Howard Pyle, former Governor of Arizona and now deputy assistant to the president, told the more than 900 delegates that the United States "simply can't afford the losses we continue to suffer from traffic accidents.

"You are convened for two primary purposes—first, to bring you up-to-date on the very latest traffic safety needs, and second, to enlist your leadership in developing the widest possible support for the action programs required to meet these needs," he said.

Conference chairman E. F. du Pont, member of the Finance Committee of E. I. du Pont de Nemours and Co., and member of the Board of Directors of the National Safety Council, summed up the problem of organizing for traffic safety in his charge to the conference delegates.

Said Chairman du Pont: "During the course of this conference you will hear your State officials outline their needs if they are to do a more effective job in enforcement, in education, in engineering—in all of those different phases of activity which makes up a balanced traffic safety program. You will have an opportunity to discuss what you as an individual, as well as a member of a community group, can do to help meet those needs.

"In short, you will formulate a plan of action to bring the traffic accident problem under control in your state.

Conference Chairman E. F. du-Pont (left) and former Gov. Pyle review priorities.

When we have controlled the problem there, we no longer will have a national problem."

Following the opening session, delegates met in state sessions to hear and discuss state needs as presented by officials of each state. In the afternoon conference, group meetings of delegates representing agriculture, business, civic, fraternal, professional, religious and parents and women's organizations were held.

In the group session for business leaders, more than 400 who attended were told by Chairman C. W. Phalen, who is executive vice president of the American Telephone and Telegraph Company and member of the board, National Safety Council, that accident prevention is as much a part of efficient management as quality and production. He said that unless businessmen take advantage "of every means at our disposal to prevent traffic accidents, we are not making a sincere effort to assume the responsibility that goes with our position as business leaders.

By far the most important stake all of us have is the saving of lives and the prevention of human misery," he said. "That is our primary objective—economy is our secondary objective."

He continued: "As businessmen we are particularly concerned with the blight which accidents and congestion threaten to place upon our central cities.

"As businessmen we bear a proportionate heavy share of the taxes and contributions necessary to care for accident victims, including dependents of those killed or permanently disabled by accidents.

"As businessmen we are aware of the impact of accidents and congestion on our employees.

Public support vital to traffic accident prevention

"Our very presence here today is strong testimony to our concern in this matter."

He urged businessmen to (1) set a good personal example in traffic because people watch what they do; (2) make certain that their organizations were conducting top notch fleet safety programs, and (3) develop off-the-job safety education programs within their organizations which pay off in a business sense as well as contribute to general civic improvement.

Gerald W. Collins, manager of the Transportation and Communication Department, Chamber of Commerce of the United States, told the group:

"As businessmen you are being asked to attack the traffic accident problem on three fronts—first, as an individual businessman providing a good example in your community—second, by encouraging your own employees to practice safe driving principles — and third, to build citizen interest and support through your various business organizations."

Religious leaders working under the chairmanship of Roy J. McCorkell of New York, executive director of the Committee on Religious Organizations, National Conference of Christians and Jews, concluded that traffic safety is a moral and spiritual problem that should be their specific concern and that highway accident prevention should get special attention as part of church programs.

Civic, professional and fraternal groups led by Albert A. Marks of Atlantic City, chairman of Zone 2, International Committee on Public and Business Affairs, Kiwanis International, agreed that they could speed the formation of community traffic safety organizations by action on the part of their own memberships, working cooperatively with public officials.

Labor delegates went on record in support of a four-point program calling for stronger driver licensing, expanded driver education, highway improvements and strengthened traffic laws. Albert Whitehouse of Washington, D. C., director of the Industrial Union Department AFL-CIO, served as chairman. Local unions were urged to establish traffic safety committees which would participate in all community projects.

Agriculture leaders urged more extensive traffic safety work through the agricultural extension services, 4-H Clubs, Future Farmers and other rural youth groups, and through the various national and state farm organizations. Extensive organization of county traffic safety organizations in rural areas also was set as an objective. M. H. Hansen of Storrs, Conn., associate director, Agriculture Extension Services, College of Agriculture, University of Connecticut, was chairman.

Mrs. Raymond Sayre of Ackworth, Iowa, member of the President's Committee for Traffic Safety, served as chairman of the Parents-Women session. Delegates asked for better licensing, improved pedestrian protection, better traffic law enforcement and discussed the role of women and parents in obtaining these objectives.

The actions recommended by the delegates were summarized by Conference chairman du Pont at the final luncheon meeting Wednesday noon.

"As we anticipated, there was considerable variation from state to state in the priority needs as determined by the delegates. Nevertheless, we find many safety measures for which rather general support has been expressed. For example:

"(1) Broadening driver education.

"(2) Periodic driver re-examinations, especially for accident and violation repeaters.

"(3) Chemical tests for intoxication.

"(4) Improved enforcement, including such things as the uniform 'non-fix' ticket and adequate highway patrols.

"Most groups," Mr. du Pont reported, "were emphatic that each state and each city needs a priority plan of traffic accident prevention: a definite, writing plan—a plan which informs each group of what is needed—a plan which is coordinated and which has citizens and officials working together."

Priority needs presented to state delegates by public officials from each of the eleven states, and action by delegates, were as follows:

CONNECTICUT — Frank O. H. Williams, state manager of Connecticut General Life Insurance Company, served as chairman. State needs were presented by John J. Tynan, commissioner of motor vehicles.

Legislation establishing chemical tests for intoxication was given top priority.

Other recommendations:

Legislation providing an absolute maximum speed limit; a state model traffic ordinance; adoption of a standard accident investigation report; and increased state cooperation with local school departments.

Also recommended: expanded police training in traffic safety, reorganization of the courts (eliminating Justices of the Peace handling traffic cases); expansion of state traffic engineering services; and a check on the physical competence of drivers by establishing a "selective requalification" test for persons who have had an accident.

DELAWARE — Dorsey B. Kinnamon, Wilmington, served as chairman. State needs were presented for Governor J. Caleb Boggs by James Ashton, manager of the Delaware Safety Council.

Organization of citizen safety groups at the local level, and support for periodic driver examinations, including physical examinations, were listed as top priority needs.

Other recommendations:

Establish a point system for driver control; increase facilities to provide high school driver training; develop widespread public understanding of the advantages of access control features on highways constructed under the state's new road program; adoption of the implied consent law in chemical tests, and establishment of schools and clinics for school bus operators.

DISTRICT OF COLUMBIA— Francis J. Kane, president of Kane Transfer Company, Washington, D. C., was chairman. District needs were presented by Col. Alvin C. Welling, engineer commissioner for the District.

Top priority need is greater public support for traffic safety by establish-

ing a Metropolitan Washington Citizens Safety organization embracing four Maryland and Virginia counties, as well as the District, and implemented through existing Commission Traffic Advisory Board.

Other recommendations:

Strict enforcement of traffic regulations; enlarged programs of driver training in schools; more stringent driver licensing procedures; periodic tests for renewal of licenses, and a modernized and centralized traffic signal control system.

MAINE — Mrs. Robert Johnson, safety chairman of the Maine Federated Women's Clubs and chairman of the Maine Maids for Safety, served as unofficial spokesman for the Maine delegates.

MARYLAND — C. A. Newland, division manager, Esso Standard Oil Company, Baltimore, served as chairman of the Delegation. James B. Monroe, commissioner of motor vehicles, representing Gov. Theodore McKeldin, presented a 13-point blueprint for improved highway safety.

Recommended were additional state police; periodic motor vehicle inspection; tightening of the motor vehicle law; a stepped-up driver training program in schools; and improved control over issuance of driver licenses.

A proposal to assist Maryland cities to upgrade their traffic engineering programs by providing them with engineering assistance was presented to delegates by Edmund C. Mester, executive secretary of the Maryland Municipal League, College Park. Mester's plan would have a special state traffic engineer attached to the Municipal League's staff who would be available to work with any of the 1,400 communities which make up the League.

In another move to improve highway safety in Maryland, delegates agreed to attempt to formalize their citizen's committee and hold regular meetings in Baltimore. The ultimate objective is to bring all counties of the state into the program.

Some of the 900 delegates visit the information booth. In foreground, W. L. Robinson, AAA, chairman of the Information Center Committee for the Eastern conference, hands out traffic court booklet to delegate.

Public support for a structure to replace Municipal Courts and Trial Justices with District Traffic Courts, which is now under study in that state, was recommended by delegates.

Among other recommendations were: special examination and licenses for operators of heavy vehicles; use of school facilities for adult driver education courses; recodification and clarification of traffic laws based on the Uniform Vehicle Code; centralized records of traffic accident and criminal information; and special conferences for traffic court judges and prosecutors.

MASSACHUSETTS—S. Bruce Black, chairman of the board of Liberty Mutual Insurance Company and member of the Business Advisory Panel of the President's Committee for Traffic Safety, was chairman. State needs were presented by Joseph P. Hegarty, Jr., of the Governor's Citizens' Participation Committee on Traffic Safety.

Statewide adoption of the "non-fix" ticket was rated as the top traffic safety need. The delegation called for legislation to make use of the ABA uniform traffic ticket mandatory throughout the state.

Other recommendations were: State aid to insure adequate driver education for high school students; stepped up traffic law enforcement; improved traffic engineering; better accident reporting on the city level; properly organized safety organizations in cities and towns; enactment of legislation to permit chemical tests for intoxication to be used in evidence.

Delegates also urged enactment of legislation to form a Massachusetts Highway Safety Commission with the Governor as permanent chairman. Membership would be composed of public officials with direct responsibilities for highway safety. The group also named a committee to study the program for periodic re-examination of all drivers which is now being conducted in North Carolina. Study findings were to be presented at a spring conference to be called by Governor Furcolo.

NEW HAMPSHIRE—Richard C. Carrick, chairman of the board, Peerless Insurance Company and member of the New Hampshire Traffic Safety Advisory Council, was chairman of the delegation. State needs were presented by Frederick N. Clark, commissioner of the Department of Motor Vehicles.

A four-point list of "recommendations for priority action" by citizen groups was unanimously adopted.

These were:

1. Expanded driver and safety educational programs, particularly in the public, private and parochial high schools.

2. Adoption and operation of a strong, statewide citizen traffic safety support organization, expanding the work of the present Traffic Safety Advisory Council. *To Page 64*

LATE in December, Robert Johnson, a machine tool salesman, drove his car into the garage of his home near New Brunswick, N. J., pulled down the garage door, stopped to look closely at a brown tip on an evergreen branch near the front entrance, and went into the house.

He called a greeting over the sound of an electric mixer from the kitchen, hung his hat and coat in the closet, and picked up the mail from the hall table. Bills, circulars, something from his college alumni organization—and one bearing the return address: State of New Jersey, Department of Law and Public Safety, Division of Motor Vehicles.

A quick feeling of guilt and apprehension swept away the pleasure of homecoming. Confused memories crowded his mind—the horrible rending of metal and the tinkle of glass, the gabble of voices in the darkness and the questions of uniformed officers, insurance forms and the blank face of the garage mechanic as he sucked on a toothpick and toted up the damage—even a strange recurrence of the ache from the strained muscle in his neck.

But as Robert Johnson stood holding the long envelope, even before he opened it, his first flush of apprehension gave way to resentment and growing anger. Instinctively, he knew that a day of atonement had arrived, and he was not ready to admit his sin.

Reluctantly, he tore open the envelope and read:

"The highway traffic accident problem in New Jersey has reached the stage where every citizen of this State is being directly affected. Studies have been conducted to determine outstanding factors which contribute to the high toll of deaths, injuries and damage. *The driver is the dominant factor.* With this in mind, the Division of Motor Vehicles has established the policy of re-examining drivers who become involved in difficulties such as accidents or repeated violations. The procedure is designed primarily to try to uncover any possible limitation in the driver's method of operation, his attitude, or his behavior. It is felt that once deficiencies in his driving habits are pointed out to the driver, he will demonstrate his willingness to meet the standards of safe drivers and thereby do his part in reducing damage, injuries and deaths.

"Our records disclose that you were involved in motor vehicle accident(s) as follows:

Date	Municipality
April 7, 1957	Bergenfield, N. J.
Oct. 22, 1957	Rt. 23 near Montclair, N. J.

"We believe that the Accident Prevention Clinic will help determine whether you have been a victim of bad luck and circumstance, or that you have some physical or skill limitation that we can help you correct. Accordingly, you are requested to appear at the Accident Prevention Clinic, located at

HOW NEW JERSEY'S CLINICS CURE PROBLEM DRIVERS

Everyone claims that the driver is the key to traffic safety. Here's a firsthand report on what one state is doing about it.

BAKER'S BASIN model clinic cost $750,000, also handles vehicle inspection and license exams. Flexible plan can be modified.

by Jack Horner

Baker's Basin, Route 1, four miles north of Trenton, N. J., on January 13, 1958, at 9:30 a.m. for re-examination."

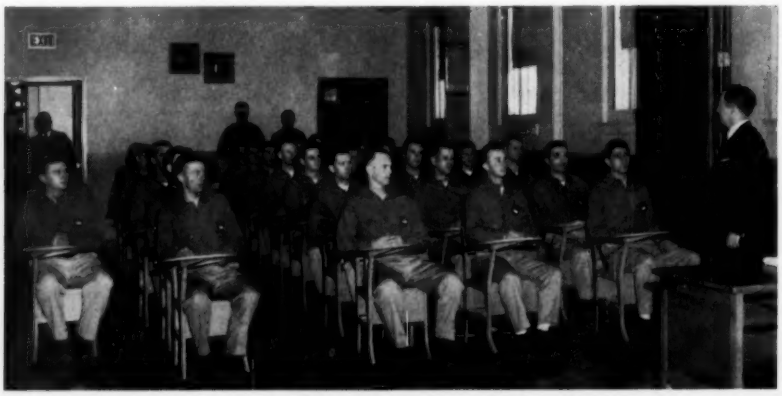
"Bad luck and circumstance"—that sent a surge of self-righteousness through Robert Johnson, and his resentment went down another peg when he was assured by Frederick J. Gassert, Jr., director of the Division of Motor Vehicles, whose signature appeared at the bottom of the letter, that "the program is one of assistance and enlightenment, rather than one of a punitive nature." But he also noted the request for cooperation, and the mild reminder that the statute provides for revocation of license for failure to comply.

Thus on that day in December, Robert Johnson, fictional in name but typical in circumstance, ceased to be an unknown cipher in what is referred to as the "traffic accident problem." To him, traffic safety was no longer a sys-

Turn Page

POLICY HUDDLE ON CLINIC PROGRAM
Gen. Schwarzkopf, Dr. Sheppard (standing), Director Gassert, Col. Zeigler.

BIRTHPLACE of clinic was this Trenton building. Date was 1952.



INSPECTORS HOLD KEY to public acceptance. Chosen for ability to handle people under stress, they get rigid training.

tem of signs and signals, police patrol cars, and preachment in the public prints. To the State of New Jersey, traffic safety was no longer an impersonal juggling of highway structures, spot maps and IBM cards, directed from a command post in Trenton with caution and anonymity because the hand on the gearshift lever was also the hand on the voting machine lever.

Accident Losses Heavy

Robert Johnson, the individual driver, and his state government were now about to meet face to face in a monumental and pioneering experiment to solve this problem:

Money loss in traffic accidents of well over $100 million annually, 140,000 reported accidents, close to 400,000 unreported accidents because they are under the $100 damage statutory limit, 50,000 injuries, 800 deaths, a 1958 boost in insurance rates that will cost residents of the Garden State more than $175 million for auto insurance this year.

New Jersey doesn't like this bill in money, death and suffering. It hasn't liked it for a long time and has done much to hold it down. New Jersey has always been one of the most forward-looking states—in highway building, in police traffic supervision, in the point system of driver improvement, in financial responsibility laws, in court reform. And while traffic control, like any other regulatory area, probably never will be completely free of the fetters of politics, New Jersey's progress has been remarkably unhindered by *partisan* politics. Whatever the prevailing political climate in Trenton, the traffic safety flag has never flown at half staff over the statehouse.

Now the state is straining to take another giant step forward—its most difficult, its most courageous, and by far its most promising.

"Everyone agrees that the driver is the dominant factor—the lowest common denominator, so to speak," says Fred Gassert, whose boyish face and crinkly grin mask a hard-hitting ability as an administrator. "So we're going after the driver."

New Jersey is going after the driver by attempting to make him a better driver. The device is the Accident Prevention Clinic, a thorough psychophysical testing and remedial system which looks upon revocation and punishment only as a last resort. Seven clinics now are in operation in four locations—double facilities at Elizabeth, Baker's Basin near Trenton, and Lyndhurst, a single facility at Woodbury. Two are being readied for summer operation at Eatontown and Wayne Township, west of Paterson. Seven more are projected.

A clinical approach to accident prevention was not a new idea in 1952. The unique development was that in 1952 it got off the college campus and into practical operation in New Jersey. How did it happen?

The story is an almost accidental chain of circumstances which began with no portent of the far-reaching significance it holds today. It begins with one man, Dr. Herbert J. Sheppard, a soft-voiced but persuasive New Yorker who finds the necessity of making a living constantly getting tangled up with the crusader's zeal to prove a conviction.

Shortly after World War II, Dr. Sheppard, a specialist in industrial vision, developed a concept of psychophysical testing and its use in a clinical application as a tool of accident prevention. He was aiming for commercial drivers when he formed a Drivers Safety Center and designed a battery of psychophysical tests. This prototype of the Accident Prevention Clinic was premature and failed to gain acceptance by truck fleet operators. As a result of his efforts, however, he was asked by fleet operators and the armed forces to develop better, more practical and portable testing instruments for use by their own safety personnel. Out of this grew Porto-Clinic Instruments, Inc., the bread-and-butter business that enabled the crusader to pursue the clinic idea.

Pilot Project Launched

Then, in 1950, Bernard Burstein, safety director of the Motor Club of America, heard about Sheppard's theories from Dr. Herbert J. Stack, then director of New York University's Center for Safety Education. Convinced that the idea could have practical application in New Jersey, the Motor Club of America offered to finance an experimental installation operated by state personnel.

The proposal for a two-year pilot project was accepted by Theodore D. Parsons, then state attorney general, with the endorsement of Gen. H. Nor-

man Schwarzkopf, his administrative director in the Department of Law and Public Safety, and Col. George Ziegler, chief of motor vehicle inspectors and now deputy division director under Gassert.

Burstein obtained the cooperation of the Center for Safety Education to analyze the data developed in the two-year period, and the fledgling clinic, first of its kind in the nation, opened in Trenton in September, 1952. The original plan was to process both accident repeaters and violation repeaters, but the case load proved too heavy and in later years it was confined to the basic area of accident repeaters. (Called to the clinic now are drivers involved in two or more reportable accidents within a year, those 60 years of age or older involved in a reportable accident, drivers involved in a fatal accident, and certain others. Present plans call for again covering groups of violation repeaters for research study, and the inclusion of all violation repeaters as the future expansion program is completed.)

State Convinced of Value

The two-year test convinced the state that it had a really big gun aimed right at the heart of the traffic accident problem, and it would be foolhardy not to pull the trigger. So the Motor Club of America, with its $50,000 worth of initial financing, and the Center for Safety Education were thanked for their help, and the state was ready to go it alone. Drivers Safety Service, Inc., organized by Dr. Sheppard as a subsidiary of Porto-Clinic Instruments, was engaged to serve as research and consultant agency for the clinical program.

Drivers Safety Service, which now lists Burstein as an officer and director, Gen. Schwarzkopf, Harold L. Henderson, and four other psychologists from nearby universities and colleges on its staff, contracted to train the inspectors required for the clinic operation, act as consultants to the motor vehicle division in research, and to develop new tests, techniques, methods and equipment.

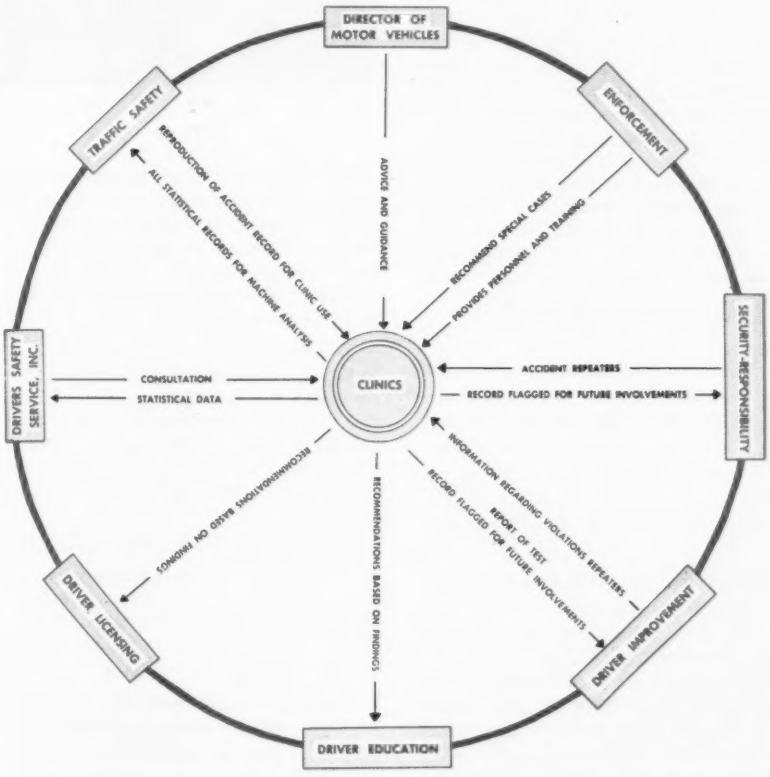
The clinic program is directly supervised from the office of Major A. James Sherwood, chief inspector of motor vehicles, through a captain. A lieutenant is responsible for training, the compliance with standard procedures of operation, and the proper use of manpower. He is assisted by a sergeant who checks closely the scheduling of subjects, the actual administering of the various tests and the uniform use of the facilities. An inspector is in charge of each clinic, responsible for the operation of that specific area.

Inspectors are chosen for particular aptitude from the ranks of driver license examiners. Emphasis is placed on their harmonious relations with the public and their handling of people under stress. Most appointments are voluntary, since compatibility with the assignment is dependent upon a liking for such highly personal work.

The inspectors selected receive further rigid training, including specialized instruction by the consulting psychologists on the Drivers Safety Service staff. They are given periodic refresher programs, and are checked constantly by an inspection team. The training stresses the standardization and uniformity of all tests, to wit this excerpts from the Drivers Safety Service inspector's manual:

"One of the most important rules for testing subjects is that they be relaxed and put at ease. When administering the tests, each subject should be encouraged to give his true performance. Room conditions (lighting, noise, etc.) and testing procedures should be carefully regulated to insure interest and attention. It must be stressed that if tests and apparatus are not used properly, the results are meaningless. Every test should be given following the exact pattern—from the initial description of the purpose of the test to the subject, to the last phase of the operation of the test by the examiner. However, all instructions should sound as if they are being given extemporaneously. Differences in procedure can have a marked effect on the score, and thus detract from the validity of the results. No one person should be encouraged or discouraged any more than the next one, regardless of how you actually feel about the particular individual."

To find out how well these men do their jobs, let's rejoin Robert Johnson, who has been driving a car for 30



FLOW CHART SHOWS CLINIC AS FOCUS OF DRIVER IMPROVEMENT

years, as he arrives at the Baker's Basin clinic at 9:15 a.m. on January 13. With a small chip on his shoulder due to the early hour, the inconvenience, the time lost from work, and misgivings that the inspectors might fail to see that his accidents were the other fellow's fault, he presented his letter and the special physician's examination report requested in the summons.

An inspector courteously invited him into a small room affording complete privacy. He relaxed somewhat when he was assured that he was not obligated to answer any questions or take any tests. He melted further when he learned that his visit was confidential, and that data from the clinic would be used only for helping him at the moment and other drivers in the future.

Driver's Confidence Sought

Johnson was then given an intake interview, principally biographical in nature. During this interview, every effort was made by the inspector to gain Johnson's confidence, dissipate his lingering resentment, and relieve the tension common to most subjects. The inspector reiterated the purpose of the clinic—help, not punishment.

A series of pencil and paper tests followed the intake interview—a traffic knowledge test on New Jersey's rules of the road, the Sacks Sentence Completion Test, the Minnesota Multiphasic Personality Inventory. In the sentence completion test, for example, he was asked to complete rapidly with the first thing that came to his mind such sentences as:

I feel that my father seldom_____.

When the odds are against me_____.

I know it is silly, but I'm afraid of _____.

I would do anything to forget the time _____.

What I like least about women_____.

Those I work with are_____.

The inspector tucked the completed tests in his folder and led Johnson to another room for visual screening on the Orthorater. After an explanation of the purpose, he was tested for traffic color recognition, sign recognition, stereopsis, visual acuity and field of vision.

Johnson next found himself in a large windowless room where he was invited to sit at the wheel of a simulated auto facing an array of equipment. While he was getting comfortable, the inspector explained each step and the tests began.

The visual acuity test showed 20/20 in the right eye, and 20/50 in the left on both Orthorater and projector. The inspector checked "Driver should see an eye specialist" and wrote, "Five years since last examination. Glasses for driving might help general eye picture."

The inspector checked "Driver needs to compensate for limited side vision" when the field of vision test revealed 90 degrees in the right eye but only 75 in the left. "Possible cause of intersection accident," he wrote.

The Orthorater showed a 10 per cent error in depth perception, while a three-trial peg test resulted in a total error of 7 3/5 inches in daytime and 9 inches at night. The inspector noted on the form: "Probably due to bad left eye—possible cause of rear-end collision."

Eight seconds was Johnson's night vision score—"Slow," wrote the inspector. "Recommend medical checkup."

In two trials at glare recovery, the time was between 9 and 11.9 seconds, and the inspector duplicated his previous remark.

Three runs at the simple eye-foot reaction time brought an average of 45/100 of a second—not too bad—but Johnson went to pieces on the complex reaction timer, in which brake, accelerator and steering movements are signalled by red, green and amber lights, plus right and left turn blinkers. The lights come on with gradually increasing speed and complexity, often requiring multiple reactions that approximate a highway braking and steering situation. The inspector noted the 33 1/3 seconds average score after three trials and wrote, "Subject was easily flustered

DRIVER LEARNS WHAT TEST SCORE MEANS
Unhurried counsel helps driver to correct faults.

INSPECTOR CHECKS SIDE VISION OF SUBJECT
But personality tests may hold real key for future.

DEPTH PERCEPTION of erring driver is tested under watchful eye of an inspector. Other vision tests and complex reaction timer often provide clues to correct driver difficulties.

and nervous, time is slow, must compensate."

Johnson's ordeal ended with the standard whisper test for hearing. (An experimental study at Lyndhurst is using an automatic audiometer and soundproof booth.)

Inspector Summarizes Tests

The inspector's summary report to Col. Zeigler:

Traffic knowledge test: Satisfactory.

Subject attitude: Fairly cooperative.

Conditions to be placed on license: None.

Remarks and recommendations: Suggested that subject consult his eye specialist as well as his general practitioner in his own interests. He has bad night results and it was suggested that he keep his night driving to a minimum. Eye glasses, while not mandatory, might help his bad depth problem. He has slow complex reaction time and flustered easily. Appropriate compensation was advised.

In another private room the inspector and a somewhat shaken subject sat down facing each other across a small desk while the inspector looked at photostats forwarded from the Traffic Safety Bureau of Johnson's two accident reports and two prior citations, one for running a red light and one for exceeding the speed limit.

The inspector then set up the accidents on a Magno-Saf-T Board on the wall, showing Johnson how the limitations disclosed by the tests could have contributed to the accidents, and how he could compensate for his shortcomings. The way his violations could have caused an accident also was demonstrated.

The inspector showed him all the results of his tests and explained their meaning to him as a driver. (No analysis of the psychological tests is made by the inspector; in fact, keys for interpretation of the tests are not made available to him. Such test results are forwarded directly to Drivers Safety Service psychologists, where individual identities are purposely ignored in seeking trends from mass data analysis.)

As Johnson prepared to leave at 11:40 a.m., two hours and 15 minutes after he started through the clinic, the inspector thanked him for his cooperation and told him pleasantly but firmly that with the knowledge he had gained from the clinic experience there was little if any excuse for further accidents or violations.

Report Aid in Planning

Impressed by the competence and courtesy of the inspector and sobered by a realization of his shortcomings, Johnson walked out to the parking area and his car. Inside the gleaming, modern metal-and-glass clinic building his records were being prepared for the Traffic Safety IBM section, and after flagging at the Security-Responsibility and Driver Improvement sections, would reach Drivers Safety Service for analysis and reports which are used as the basis for advanced research and

EXPERIMENTAL AUDIOMETER BOOTH AT LYNDHURST
Clinic data may point to hearing as underrated accident cause.

development, modification of clinical procedure, and pre-licensing and driver re-education studies.

Will Robert Johnson be a better driver after he drives away from the clinic? The evidence so far answers that question with a resounding "Yes."

Since their beginning in 1952 through June 31, 1957, the clinics had processed 13,217 offending drivers. Like Robert Johnson, these drivers typically had two accidents and two violations prior to their clinic visit. Since processing, 12,274 have had neither accidents nor violations.

But what about the 943 drivers who continued to offend? Are they clinic failures?

The answer to that is beset with statistical and research difficulties too involved to discuss here, stemming chiefly from inadequate advance planning in the early stages and lack of controls.

Even Bad Records Improve

However, a study by Drivers Safety Service does suggest that among the 943 drivers, even though they did not maintain clean records, their average yearly involvement in violations was only 21 per cent of what it was before their clinic experience, and accidents were only 16 per cent of the previous level.

At any rate, Fred Gassert is convinced that the clinics are working, and so are Governor Meyner, the attorney general and the legislature, which has financially supported the program.

Gassert is aware that the state is hacking a new trail through a thicket of thorns. Have any of the thorns been painful?

Public Reaction: Good

"Not at all," he says without hesitation. "We've had wonderful cooperation from the public. A few mild gripes, sure—mostly on the wording of our summons letter, which we've revised twice, and the psychological questions—but I can show you a stack of fan mail from satisfied customers. At least 95 per cent of the clinic subjects are favorably impressed. I want to give a big pat on the back to the newspapers, too, for not taking some of the squawks and blowing them up out of all proportion. The press has shown real understanding of what we are trying to do and has supported us to the limit."

What about those psychological tests? Any backfires from probing personality secrets?

"Nothing serious," he grins. "We know it is important in attitude research, but we also know it's a touchy area. We've been careful not to get lost in the Freudian bushes—no crackpot approaches. The voluntary and confidential nature of this part of the program has been the key to its success, I think. No one is forced to do anything."

Clinics Rated "Good Buy"

When asked if the Accident Prevention Clinics, despite their demonstrated worth as a safety tool, are too expensive, Gassert leaned forward and stubbed out his cigarette in emphatic punctuation. "It's a bargain. It's hard to figure the cost because so many activities of the state government are involved indirectly. An educated guess is that it costs us about $7.60 per subject to operate the clinics.

"That's a fantastically good buy. Think of all the money accidents and traffic control now cost. Once we get this concept rolling, in the pre-licensing area as well as in the repeater field, we should pay our citizens real dividends."

Many dividends are already apparent—the growing base for psychological and physiological research; the feeling of responsibility imparted to offending drivers by singling them out for individual attention; the direct education of deficient drivers through personal and unhurried counsel; alerting officials to the interrelation of driver, vehicle and driver environment; improvement in accident records; excellent public relations.

Another dividend may yet prove to be the biggest of all—the possibility that New Jersey's experiment in driver improvement will place in the hands of other states the ultimate weapon in the war on traffic accidents.

This sense of responsibility is apparent in the cautious optimism that pervades the statehouse in Trenton. New Jersey is learning to crawl before it can walk, knowing that one bad tumble can delay for years the sure steps of traffic safety's most promising baby.

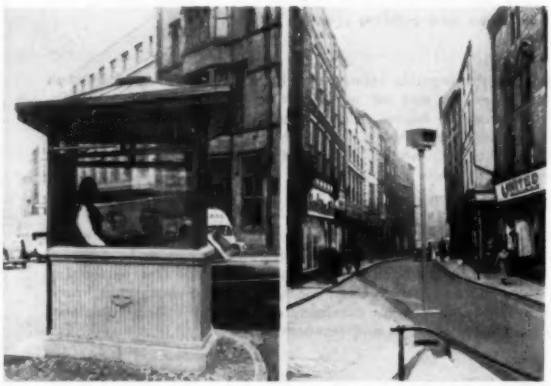
A summary of clinic findings appears in box on next page.

WHAT WE HAVE LEARNED	WHAT WE HAVE DONE
Specific personality and attitude traits may not be related to accidents in general, but rather to certain types of accidents.	Developed an experimental design for research which categorizes accidents by *type* and degree of *driver responsibility*, seeking a relationship between a driver with a given personality constellation and a specific type of accident.
Vision measurements are not as predictive of accidents as one might logically suspect.	The accident type categories will be used in the next major study to find out if vision defects are associated with particular types and degree of driver responsibility.
Usual vision measurements may in themselves be inadequate.	Research is partially completed which compares the vision measurements derived from Snellen and screen methods and from equipment such as the Orthorater to determine the differences, if any, and the relationships of each, independently, to accidents and violations. Perceptual processes more complex than previously measured in an operating clinic will shortly be studied through a type of tachistoscope, and the resulting measurements will be related to accident and violation frequencies and categories.
The hearing of driving offenders, on the average, may be below normal standards.	The audiometer records are being converted for comparison with available norms and arrangements are underway for a control sample. Research also includes relating hearing records to each of these: the subject's perception of his hearing state, his recollections of relationships between hearing and driving, and his violation and accident record.
Personal history or "style of life" background may prove to be the most meaningful data in "predicting" accidents and violations.	Improved methods of eliciting this information have been developed through a combination of interviews and an autobiographical blank using multiple-choice answers. A variety of factors providing a clue to bad driving behavior are in this biographical blank, such as the role of childhood, interrupted education, accident history, health record, family relations, out-of-door interest, emotional moods while driving, etc.
Illiterates seem to benefit least from standard clinic procedure, and the level of intelligence (of both literates and illiterates) may well be of importance in some accidents and violations.	Visual materials are used for evaluation and training. Additional nonverbal materials eventually will be used to evaluate illiterate subjects as to accuracy of information possessed, attitudes held, level of intelligence and personality characteristics. Since illiteracy and intelligence are not synonymous, nonverbal intelligence tests also will be administered to a continuing sample of literate subjects for standardization and research purposes.
Psychophysical tests with impressive apparatus that gives "face validity" seem to have a positive psychological benefit on offending drivers apart from the actual test results or the inspector's final interview evaluation.	A greater variety of such equipment will be installed in the clinics. Under development are automatic timing devices which will record more data for research, installed on equipment which looks to the subject "like it is related to driving."
The "defensive driving" and "compensation" concepts are not in themselves sufficient for maximum re-education of the normal but offending driver with limitations in skill, information or attitude. The contact time in the final evaluation interview is relatively short and the most must be made of this time.	A new inspector's manual with the tentative title "Necessary Strategies and Tactics for Safe Driving" will further instruct the inspectors in the interpretation and integration of the driving record, the interview data and the psychophysical results for purposes of giving the subject new, highly personal and relatively simple cues for safe driving.
The usual accident and violation record keeping, although a model of efficiency for control and administration, is not adequate for the rigid requirements of research into the causes of accidents and violations, the ways of reducing them, and the impact of accident prevention activities.	Plans are being laid for a "mark sense" IBM system. There will be a permanent recording of all clinic-elicited data and of violations and accidents for all offending drivers following clinic processing. The cooperation of insurance companies also will be solicited in an attempt to get records of nonreportable accidents for research (not penalty) purposes.

A digest of a report by Harold L. Henderson, Psychological Consultant, Drivers Safety Service, Inc.

NEWS AND VIEWS

Traffic rules for a camel? In Karachi, Pakistan "right of way" is whoever gets through first.



A "Bobbie" controls traffic signals by TV in Durham, England. On right, TV camera sights traffic.

Only crosswalks that stop autos! Concrete "white lines" teach pedestrian safety in Seattle, Wash.

NEWSPAPER reporters and photographers aren't ghouls. In fact a Los Angeles *Mirror-News* reporter wrote so vehemently on the subject in *Press Photographer* that the Mason City *Globe-Gazette* carried an editorial on it.

As he put it, "We newspaper photogs are sick of smashed bodies and bloody, screaming children. We're fed up with careless drivers."

The public blames them for shooting pictures of tragic accidents. But as this photog retorted, "It's you clowns who create these horrible scenes."

A NEW JERSEY women, whose son was killed by a car, asked why habitual traffic violators weren't kept off the streets until *after* a fatal accident occurs. The reason—a slow, over-burdened record-keeping system. Drivers with many moving vehicle violations often go unnoticed because their records can not be processed for years.

Illinois may have the answer. An electronic data processing system is now in use. It tabulates each violation with previous ones, and spots repeaters before their odds run out.

THE odds ran out for a Michigan City, Ind. man. Convicted of four moving vehicle violations, he had amassed 16 points—which meant license suspended! The day the court mailed him the news, he raced 100 mph through a red light on a U. S. highway and was killed. He got the word too late.

TWO Illinois policemen were luckier—they lived after a 100 mph crash into a traffic light. Racing through a Chicago suburb, they were chasing a speeding auto when a semi-trailer truck pulled onto the highway forcing them to swerve off the road. They claim they owe their lives to safety belts in the car.

A VOICE above a busy Frankfurt, Germany intersection stops jaywalkers, speeding motorists and traffic violators.

The "voice" comes from a police sergeant speaking over a loudspeaker. He warns pedestrians and drivers with ad lib quips, such as:

"The gentleman with the suitcase. Although your hat is green, the light is not. Please wait." Or "Hello boy on the cycle. You should stay in the right lane."

His appeal is effective. An American soldier hearing him, froze. When he finally spotted a policeman, he laughed, "Man, I thought you were a voice from heaven."

CONGRESS SEEKS AUTO SAFETY LAWS

CONGRESSMAN Kenneth A. Roberts, chairman of the House Special Sub-committee on Traffic Safety, introduced a bill to forbid automobile manufacturers from shipping in interstate commerce any motor vehicle which does not have certain safety devices. These devices must conform to standards set by the Secretary of Commerce.

Criminal sanctions are included in the proposal and requirements would take place 190 days after publication of the standards.

Introducing the bill, Congressman Roberts said it is imperative that manufacturers build a safer car and warned that the industry's resistance to design changes for safety "cannot be tolerated."

As he put it, "Scientists and engineers know which structural parts of the automobile are causing the greatest amount of injury to persons in accidents. Action must be taken to remove these unnecessary hazards." He added, "Experiments have demonstrated that a major percentage of injuries could have been prevented by proper packaging of the passenger."

Along these lines, he noted the need for improved safety construction of seats, knobs, steering wheels, overhead structures and padding.

Senator Hubert H. Humphrey introduced a bill (S. 3356) to require certain safety standards for all seat belts sold or shipped in interstate commerce for use in motor vehicles. Under the bill, the Secretary of Commerce would set up the standards. This proposal is a companion bill to Congressman Roberts' H. R. 7882 on seat belts.

Discussing the bill, Senator Humphrey said the Society of Automotive Engineers published SAE standards for motor vehicle seat assemblies. The bill follows recommendations of the SAE's Motor Vehicle Seat Belt committee.

The senator quoted a statement by Colonel John Stapp, director of the AERO Medical Laboratory and an authority of sudden stop safety devices:

"In our series of human exposures to mechanical force . . . human subjects projected with a lap belt have been decelerated or stopped with forces up to 4,870 pounds measured in the lap belt without sustaining any injury . . . the duration, one tenth of a second, which corresponds rather well with a single impact in an automobile crash."

Humphrey pointed out that seat belts are a favored safety device by safety experts. However, he said, they must be "of proper design and prescribed standards."

Plan World Skid Conference

AN International Skid Prevention Conference of engineers and other scientists will be held next September in Charlottesville, the University of Virginia announced.

Purpose of the Conference will be to organize on a world-wide basis a coordinated program of research on the problem of traction between the vehicle and the road.

Tilton E. Shelburne, director of the Virginia Council of Highway Investigation and Research, is chairman of a conference steering committee, composed of representatives of government, industry and research agencies.

Industry members of the committee include K. A. Stonex, research engineer, and W. F. Sherman, manager, Engineering and Technical Department, of the Automobile Manufacturers Association; John B. Hulse, managing director, Truck Trailers Manufacturing Association; J. H. Cox, Tire and Rim Association, Inc.; George Flint, chairman, Tire Manufacturing Division, Rubber Manufacturers Association; A. T. Goldbeck, engineering consultant, National Crushed Stone Association; Ross G. Wilcox, Portland Cement Association; and D. D. Woodson, Asphalt Institute.

Mr. Shelburne has issued a call for technical men throughout the world to communicate with him at the University of Virginia if they have research findings which could be of value to the Conference.

The Conference program being organized by the Steering Committee, he said, will provide a forum for discussion of vehicle dynamics, the influence of the tire, the effect of the driver and the effect of the road surface on traction. Studies will be made of the accuracy of skidding accident statistics and of various methods now used to test road surface friction.

Other members of the Steering Committee include: Ralph Moyer, research professor, University of California; O. K. Normann, Bureau of Public Roads; Fred Burggraf, director, Highway Research Board; Burton W. Marsh, director, Traffic Engineering and Safety Department, American Automobile Association; Carl E. Fritts, vice president for Engineering, Automotive Safety Foundation; Edward L. Smith, National Safety Council; J. H. Dillard, highway research engineer, and G. M. Van Sant, information officer, Virginia Council of Highway Investigation and Research; and John B. Kinker, Jr., in charge of conferences and short courses, University of Virginia; W. C. LaBaugh, director of engineering, International Road Federation.

TRAFFIC ENGINEERING PAYS off as Madison Wis., operates—

THE BIG SWITCH

By John H. Burch

NO TRAFFIC ENGINEER in all America ever had it so good as I did when I accepted the post of traffic engineer for the City of Madison, Wis.

For one thing, I was the first traffic engineer in the city's history. Another item in my favor was that any improvement in the traffic pattern of Wisconsin's capitol city would be a distinct step forward.

In fairness to the police, I ought to state that the police captain who had most responsibility for traffic engineering (although some of it was handled by the city engineer, fire department and parking utility) was quite capable and understood the value of traffic engineering. The combined responsibilities of enforcement and engineering were, of course, too great for any one individual and the engineering suffered as a consequence.

Madison's geography is not conducive to free traffic flow. The city's hourglass figure caused by the peninsular-like business district only eight blocks wide between the city's Lake Monona and Mendota causes restricted movement. This is accented by the fact that 100,000 people drive 37,488 motor vehicles on 177 miles of streets with 1,375 intersections. At times it seems they are all in the business district.

Engineering-wise the city was a hodge podge of different signs and 200 gallons of paint used for center line and lane markings was considered a major accomplishment.

We put first things first and moved in to chalk up as many changes as possible in order to move traffic safely and expeditiously.

This meant one-way streets; permanent and rush-hour curb parking restrictions; ample truck curb loading zones and bus stops strategically located; elimination of angle parking; modernization of traffic signs and signals; uninhibited use of pavement markings for center and lane lines, parking stalls, crosswalks and curb parking restrictions; regulation and control of curb cuts and driveway entrances; installation of channelizing islands at irregular intersections; prohibition of left and U-turns at certain intersections; lengthening of all parking stalls; changes in speed zoning; proper timing and interconnecting of existing traffic signals, etc.

Departmental Organization

Personnel assigned to the new department from the police and fire departments and the parking utility included seven men on signs and street markings; three men on parking meters; five parking lot attendants; and four electricians.

Activities assigned to the new department were provided for by the following budgetary appropriations which are compared to those for the expanded program in 1958:

	1954	1958
Administration	$ 15,000	$ 53,675
Signs and Signals	76,871	149,997
Street Lighting	97,102	183,607
Police and Fire Alarm	20,913	9,712
Parking Lots	23,044	41,924
Parking Meters	32,621	67,553
	$265,551	$506,468

In the newly equipped office a complete location file was developed for quick reference to all complaints, work orders, traffic counts, condition diagrams, collision diagrams, signal timing data, accident reports or other pertinent information and appropriate forms were developed accordingly.

A complaint-request form was formulated whereby a record is made of every telephone call, letter or personal contact. A corresponding work order showed the required work to be done. These forms are serially numbered (to date 10,565 have been issued), filled out in duplicate for both shop and office records, and cross-indexed with the complaint-request forms.

A set of base maps of the city was also prepared on a scale of one inch to 200 feet. These are used to show street rights-of-way, street widths, traffic regulations, accidents and other pertinent data.

The City of Madison had established a Parking Utility Commission in 1948 to manage its offstreet parking facilities. By ordinance, this commission is authorized to issue bonds, acquire property, establish and operate parking lots and establish rates for parking subject to Council approval. The organizational structure of this utility was enlarged by ordinance amendment to include five additional members, one of whom is the traffic engineer who is now the secretary. The traffic engineer was given blanket authority to change parking meter time limits in the lots whenever study revealed the need for such changes.

To furnish needed public support for traffic engineering activities, a Traffic Commission was established by ordinance to coordinate traffic planning activities, to carry on a traffic education program and to recommend to the Common Council and Mayor ways and means for improving traffic conditions. The traffic engineer was also made secretary of this group.

Knowing that I could only be as effective as I was able to put my ideas and knowledge into practical use, I encouraged invitations to speak before any interested group and apparently every organization from the city's major service clubs to the womens' garden clubs and men's Bible study groups responded. This is a very important part of the traffic engineer's activities.

Surveys and Studies

The first major project was a comprehensive parking study of the central business district. This study covered 50 city blocks. The inventory showed the number of curb spaces, number of meters, time limits, parking restrictions and prohibitions and all other uses of curb space. The location, size, capacity and use of all offstreet parking facilities were checked.

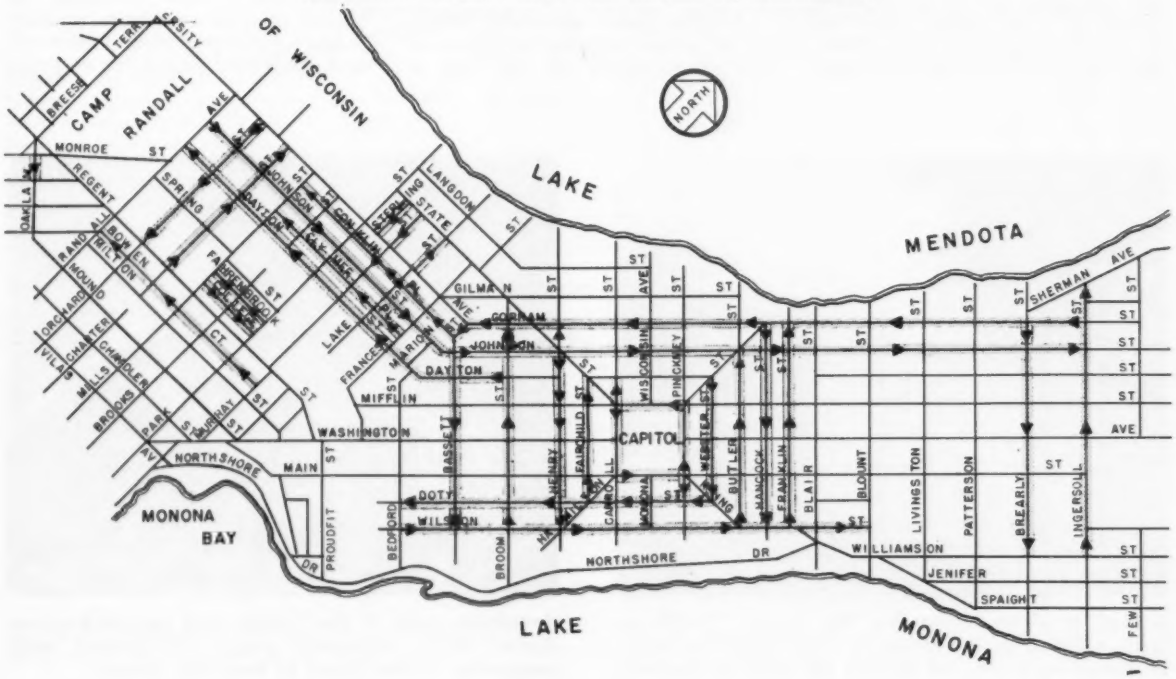
To collect parking data 29 University students were hired and trained for interviewing and coding. The interviewers recorded license number, vehicle type, type of facility, time of arrival and departure of each vehicle and the destination of each parker. Data thus obtained was coded, checked and transferred to tabulating cards, one card for each parking operation. Machine sorts and tabulations were then made to assemble this vast amount of information into workable tables and charts.

This study showed a curb supply of 912 metered and 962 unmetered curb parking spaces in the central business district; 438 metered and 865 unmetered spaces in municipal parking lots; 2,059 privately maintained spaces for public use and 33 privately maintained spaces for private use. The total deficiency for the area was found to be 700 spaces and recommendations were made to the Parking Utility Commission and to the Common Council to satisfy this need.

To determine the advisability and feasibility of municipal ownership and operation of the local transit system a comprehensive transit study was authorized by the Common Council. In this study we also utilized University students to collect the field data and code the questionnaires. This was done by the use of individual trip tickets given every rider by checkers who rode every bus for 21 hours of a normal bus day. The tickets showed time of trip, direction of travel, name of route, fare paid, and transfers, if any. The summary will show the comparative use of each bus stop, of each trip, of each route, extent of transfers, total income received, and the cost of operation as determined by the bus company. The report of this study is now being completed. Good transit is a major factor in any city's traffic operation and a healthy transit system is part of the fabric of every prosperous community.

We also established eight permanent monthly traffic counter stations. These stations are maintained on main thoroughfares and secondary streets. Monthly as well as yearly variations are determined by 48-hour counts at these locations. The counts are scheduled for similar days and weeks of each month. Traffic projections for future planning are based on the data

ONE-WAY STREET PLAN FOR MADISON, WISCONSIN



THE BIG SWITCH In Madison, Wis.

so collected. These permanent stations are augmented on an average by 23 varied 24-hour counts a month. These provide somewhat the same data but obviously the results do not have the same degree of accuracy.

The city police department furnishes us with daily accident location reports. We pinpoint this information on our accident map (1" equals 200') and file the reports in our accident location file. As a result of this filing system we are able to give the complete accident experience since 1950 for any specific point on the city streets in a matter of minutes. Every traffic analysis is accompanied by a reference to the accident experience.

Developing the Switch

The overall plan was not developed or put into operation in a day.

Approximately my first six months' employment as Madison's first traffic engineer was spent in getting acquainted with the people, learning their customs and habits, their thoughts and reactions. We had to learn the physical layout of the city, determine what changes could be made immediately and what changes would require extra educational effort. This is important—it is an activity that cannot be hurried. You are, in a sense, competing with people who know the city intimately and your ideas for changes and improvements had better be right. A blunder during this critical period requires years of effort to undo. The organization of the department was also firmed up during this period as well as repairs to and acquisitions for our sign shop.

When fighting the battle for improvement on every front, the sequence of changes may not always follow a logical course; although each one ultimately fits into the overall plan.

Operation Eggbeater

Although not a planned improvement, the first major traffic problem presented was that of football traffic to the University of Wisconsin stadium (Camp Randall) located at the edge of the campus and surrounded by a highly developed business and residential district. Up to a few years ago access to the stadium had not been a serious problem, clearing time after the games averaged 90 minutes. Most parking is done at the curb.

Madison police and traffic officials expect almost anything to happen on city streets during the fall rush of Badger fans into and out of the city now that the team was in title contention. And, in 1954, not only did anything, but everything, happened. Both of the city's main thoroughfares to the east were closed by reconstruction projects.

A circum-urban route which connected most of the major highways leading to Madison was pressed into service. By use of special informational and directional signs, traffic on certain segments of the circum-urban route was diverted to the remaining usable streets and taken to the stadium.

To revise and eliminate trouble spots in the plan, a helicopter equipped with two-way radio was "borrowed" from Truax Field Air Base. From the vantage point of "Operation Eggbeater" we were able to see the entire picture from the air as it developed in the fringe areas two hours before game time until the last caravan of cars had left the city. Bottlenecks and would-be bottlenecks were quickly dealt with by instructions to policemen stationed at critical points. Aerial photos were also taken by a photographer from a local newspaper for perusal in a more analytical manner.

Measures used to move 15,000 cars of football fans through the congested

A familiar sight during the "Big Switch." Traffic islands painted on the roadway determined the shape of things to come, as drivers get used to pattern.

Helicopter view of the Capitol and central business district shows peninsular shape that caused traffic congestion in the heart of business district.

areas were curb parking restrictions, reversible one-way streets, channelizing by barricades and rubber cones, and the police direction of traffic at most intersections. Traffic signals were turned off or operated manually.

Did it work? After minor revisions and helicopter inspection of the two succeeding games, the average dispersal time was cut to 45 minutes, a 50 per cent reduction, and some merchants now complain that we get the fans out of town too fast for steaks and drinks.

One-Way Streets

The major employment centers of the city are on the east side where industry is located, in the central Capitol Square areas where governmental buildings of the state, county and city are located as well as the retail business establishments, and on the west side where the University of Wisconsin has an enrollment of 14,000 students and 2,000 faculty members. This results in more than 125,000 vehicle trips into or through the heart of the city each day.

In a city of normal design the problem would be of little consequence for there would be many streets for travel, but Lakes Monona and Mendota squeeze Madison to an eight-block width at the center and through this narrow strip must pass the daily crosstown movement. In addition, the only adequately wide streets for today's traffic volume are East and West Washington Avenues which are connected only by circumventing the Capitol Square.

The one-way street plan for Madison was divided into two parts with the Capitol Square as the hub of the entire system. The first part involved the traffic movements in the central business district. Circulating traffic in most business districts moves in a clockwise direction. This occurs because right turns at intersections are easier to make than left turns. In Madison with traffic moving one-way in a counter clockwise direction around the Capitol Square, the predominant movements on those streets one block from the Square are in the opposite direction. To expedite this circulation, the first ring of streets one block away from the Capitol Square were recommended for one-way movement counter to that on the Square.

The second phase of the one-way plan involved Johnson and Gorham Streets, a pair of streets which served crosstown traffic on the north of the Capitol Square, and Doty and Wilson Streets, a pair of streets of somewhat shorter length which served crosstown traffic on the south of the Capitol Square. To provide a direct connection for the one-way streets on the east it was proposed that Ingersoll Street and Brearly Street, even though extremely narrow, be made one-way to serve as the connection between Johnson Street and Gorham Street and the southeastern and northeastern sections of Madison. At the west end, Orchard

Turn Page

INVENTORY	Jan. 1, 1954	Jan. 1, 1958
Traffic Engineering Personnel	19	37
Area of City (Sq. Mi.)	19	27
Street Mileage	177	287
Number of Intersections	1875	2024
Miles of Center and/or Lane Lines	25	75
Intersection with Painted Crosswalks	100	560
Number of Signalized Intersections	34	55
Pedestrian Indications on Signals	18 of 34	20 of 55
Vehicle Actuated Signals	2	16
Signalized Intersections Timed for Progressive Movement	22	32
Channelized Intersections	6	53
Intersections at which Certain Turning Movements Are Prohibited	42	174
Number of RR Grade Crossings	86	98
RR and Highway Grade Separations	8	14
Protected RR Crossings	57	68
Miles of Through Streets	34	84
Miles of Streets with Off-Center Lane Lines During Peak Hours	0	1¼
Miles of Street with Width Medians	6	24
Miles of Street with No Parking Anytime	30	39
Miles of Street with Parking Prohibited at Peak Hours	4	6
Miles of Expressways Having a Divided Highway with Controlled Access	0	7
Miles of Improved Street Lighting	1.1	8.7
Parking Lots (Municipal)	4	11
Parking Ramps (Municipal)	0	2*
Parking Spaces	1303	3170

*Construction 75 per cent complete

Recap of progress. Inventory of achievements over three-year span shows much progress.

The old and the new. Modern mercury vapor units tower over old light standard in downtown district.

THE BIG SWITCH In Madison, Wis.

Street and Charter Street were proposed as one-way streets for a similar crosstown movement in that area.

It took one year to convince the people, transit companies, motorists and pedestrians of the ultimate benefits but finally the one-way street pattern began to emerge. In January, 1955, Doty and Wilson Streets were approved by the Common Council as one-way streets. The following May, Johnson and Gorham Streets (already one-way) were reversed in direction to fit the new plan. Reversing this existing pair of one-way streets prompted a considerable division of opinion but a willingness to give the "new traffic engineer" a "try" put the one-way plan on firm footing. At the much publicized 10 p.m. changeover time on Johnson and Gorham Streets, many Madison drivers were found circling the two streets in the new direction for the sole purpose of correcting the unwary. Later in 1955, further refinements in the one-way system were accepted by adding Charter and Orchard Streets; Brearly and Ingersoll Streets; Henry and Fairchild Streets; Webster and Butler Streets; Franklin and Hancock Streets; Lake and Murray Streets; Broom and Bassett Streets; and West Dayton Street as a far west complement to Johnson Street (Gorham Street ends where it joins University Avenue).

Off-Street Parking

Prior to the creation of the traffic engineering department, a parking authority already had received legislative authorization. It is empowered, subject to Council approval, to manage the entire parking operation of the city. All parking revenues are used for additional facilities; there is no diversion of funds for other purposes. Allocation is specified by ordinance to grant 5 per cent to depreciation; 25 per cent to bond and interest redemption; 70 per cent to operation and maintenance.

The lack of off-street parking was a major obstacle for those property owners and businessmen in the central business district in 1954. Seven stores around the Capitol Square were vacant. It seemed that the staggering problem assigned to the Parking Utility was that of revitalizing central business district property values as commercial activity moved toward the suburbs.

In addition to the parking demands of the stores for their customers and employees, the State Capitol; State Capitol Annex; City Hall; County Court House; four hotels; five banks and several multi-level office buildings added "fuel to the fire."

In 1954 Madison had four municipal lots with 1303 spaces. The parking survey indicated a need for 700 more parking spaces to fill the demand in the central business district alone. Recommendations from the survey were for the construction of two parking ramps and an additional lot, *each to be located just one block from a corner of the Capitol Square.* These recommendations are now being followed.

An overall parking program for the entire city was the basis of a referendum for $2,500,000 of bonds to finance the program. From these funds the first recommended ramp was constructed and is now practically complete, 340 spaces being usable today and another 140 more spaces to be usable in 60 days. Another 65 spaces will be available if a pending condemnation suit involving property at another corner of the ramp site is settled in favor of the city.

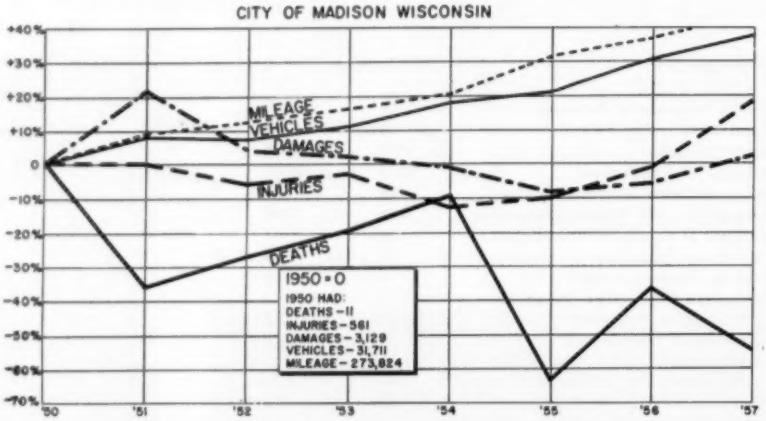
At another recommended ramp site, Dane County is constructing and financing its own 730 car facility, scheduled for completion in June, 1958. This is just one block from the Capitol Square and is similar in design to the city's continuous ramp structure. It will function under similar regulations and as part of the overall, off-street parking plan.

Two municipal lots located two blocks from the northwest corner of the Square now have 653 metered spaces and a plan for another ramp of 290 spaces in this general area is being discussed. In the first two blocks to the northeast of the Square, 363 spaces are available. Of these, 160 are in an attendant-operated lot which eventually will be ramped and 203 are in a metered lot. When completed, ramps will provide 2,260 spaces one block from the Capitol Square and lots one block farther will provide another 856 spaces. While highly accessible to business, these are not built on developed shopping streets; hence, they will not create any hindrance to pedestrian traffic.

A five-cent-an-hour rate is charged in all city lots and ramps, with two-hour and ten-hour meters being used in the lots; two-, ten-, and 20-hour

MOTOR VEHICLE USAGE & ACCIDENT TRENDS 1950-1957

CITY OF MADISON WISCONSIN



meters being used in the ramps. Where can you find cheaper parking?

On the surface it would appear that adequate parking space has been responsible for the recent marked change in business around Capitol Square. There are no empty buildings and recently a piece of property sold for $6,000 a foot, the highest price ever paid for Square property. People go where they can park.

Neighborhood business districts in the outlying areas have begun to clamor for municipally operated parking lots in their vicinity. Three small metered lots have been constructed in such locations, but only after curb meters had been installed on the streets.

Signs, signals, street markings

With very little to be undone in the way of standard sign installation, we adopted the Manual of Uniform Traffic Control Devices as our guide, modified by some minor changes to meet purely local conditions. A monoprinter was acquired for the shop, proper alphabets prepared, steel sign blanks purchased from the state prison and we were in the sign business in a big way. Among the personnel assigned to the department was an especially capable, professional sign painter. Previously, this man had hand-painted all signs and it took finesse to convince him that the adoption of the uniform lettering guide was not a criticism of his work. One crew was started on a sign modernization program which has taken three years to complete. All future replacements are on a scheduled five-year refinishing program.

As with any fast growing community, many street name signs were missing or had never been installed. This prevented mail deliveries in new districts, caused difficult parcel deliveries from downtown stores and sent friends visiting complete strangers. With the help of the Junior Chamber of Commerce a complete street name sign inventory was undertaken, completed and summarized for the repair, replacement or new installation of all needed signs. A stop sign check was included with this inventory and sub-standard, legal signs were replaced and illegal signs removed. All street name signs are fabricated in our own shop.

A more adequate method of marking truck routes was devised and put into effect. This consisted of 18"x24" reflectorized turn markers being placed at all turns. Between turns, all traffic sign posts on truck routes are painted yellow; whereas, all other sign posts in the city are painted green. Signs giving notice of such postings are erected at all approaches to the city. Such posting is easily understood and enforceable.

No parking zones at intersections were increased from a uniform 15 feet to the standards recommended in the Model Traffic Ordinance. Extra red paint on hand, previously used for "absolutely no parking," was used with yellow paint to mark bus stops with alternating five-foot stripes. The previous 200 gallons of traffic paint used in a year was increased to 3,500 gallons and applied with one large and three small paint machines. Center and lane line paint is a premix with extra beads dropped on for immediate reflectivity. Crosswalks are largely marked by premix paint although an extensive program is being developed for the use of tile markers at these trouble spots.

Only 37 intersections were signalized in Madison in 1954. This comparatively small number can be explained by the odd shape of the city and the educational efforts of the traffic captain as to the proper usage of signals. The first step toward signal modernization was to raise all the signals to a uniform eight-foot height and replace non-adjustable with adjustable heads. With an extra supply of timing dials on hand we installed them wherever possible to increase the efficiency of the signal operation. Another step involved the interconnection of signals. Time-space diagrams were prepared and overhead, interconnecting cable was placed into immediate service. Additional intersections were signalized wherever vehicle and pedes-

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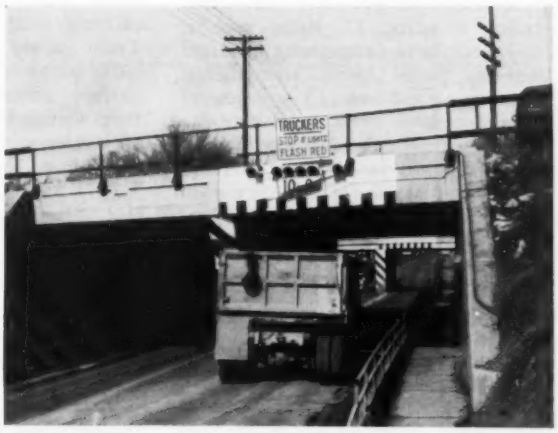
The author (center) with John Walther and helicopter pilot plan "bird's eye tour" of Madison. View helped solve stadium traffic problem in football season.



Photoelectric cell measures height of truck at low bridge. If truck is too high, red flasher goes on. Any mechanical or line failure sets it off, too.

GOVERNORS TELL HOW STATES SLASHED DEATH TOLL

Highway slaughter cut by a combination of many facets of the Traffic Action Program in 1957.

WHAT WAS behind the 1957 drop in the traffic death toll?

Twenty-six state governors were asked that question in a telegram from Gen. George C. Stewart, executive vice president of the National Safety Council, congratulating them on the reductions achieved in their states.

The 16 governors who replied named no panaceas, but identified the well-known phases of the Action Program as the arsenal from which they had drawn their major weapons.

High on the list were traffic supervision and firm enforcement, public information and public support.

All 16 replies gave credit to police activities for cutting deaths. Public education was cited by 15 states and 14 noted public information media cooperation. Other contributing factors were: public acceptance (in 12 states), safety organizations (10), court activities (9), and traffic engineering (6).

Although every reply mentioned police activities, 11 states gave it major emphasis, enumerating increased highway patrol forces, strengthened techniques, and stepped up general enforcement.

Gov. Edmund S. Muskie, of Maine said, "Progress in highway safety in the state of Maine for 1957 is the result of an outstanding program sponsored by the Maine highway safety committee.

"Special programs of intensified law enforcement on state, county and the local level, together with sound educational programs sponsored by this citizen's committee, sold highway safety to the people of our state, and our people have subscribed to this program."

Some states like California, South Dakota and Mississippi expanded their police forces. Others did a better selective enforcement job, concentrating larger numbers in critical areas. Gov. James E. Folsom reported from Alabama, "When any county began to show a high accident frequency or high death rate, we moved extra manpower and equipment into that area and conducted saturation checks (checked all drivers passing given points for traffic violations as well as for defective equipment)."

Four states attributed their reduced death toll to stiffening the drivers' license requirements. Others felt reducing speed by using speed measuring devices was effective. Gov. Price Daniel of Texas said, "One factor in this decrease has certainly been reduced speed . . . radar enforcement has had a great deal to do with a general reduction in average speed."

Kansas officials pinpointed two groups—military personnel and teenagers—for special attention. The state credits much of its 15 per cent drop in traffic deaths to these two campaigns. Traffic safety officials discussed the traffic problem at three meetings with military officers. Agencies over the state were notified to send records of all accidents involving military people to the bases for their own records.

Gov. George Docking of Kansas said, "Each base was asked to cooperate in our statewide campaigns, such as the Vehicle Safety-Check Programs, the Slow Down and Live Program, etc. The bases took great pride in reporting as to their traffic safety program so that each base benefited from the activities of the other bases. Supplementing this, materials were furnished the bases and many of the bases through their own house organs carried out a continuous traffic safety campaign. Passes were changed at some of the bases so that leaves were only given during daylight hours.

"Each base was furnished two maps. One of these maps showed where all accidents involving military personnel were occurring in Kansas with symbols advising the hour of occurrance, location of accident, and what base the individual was from. I point this out as we feel that as a result of these meetings, a drastic reduction in traffic fatalities occurred in which military personnel were involved, plus a reduction in injury accidents."

Under state guidance, teenage traffic safety committees were organized in high schools. Projects were suggested and membership cards and bumper identification strips provided, plus "man to man" and "dad to daughter" agreements. More than 300 high schools now have active safety councils. Most important, the teenage death toll dropped more than 20 per cent.

As Gov. Docking said, "This shows that a specific program directed to the teenagers is so much better than a "finger-pointing" program in which the finger is pointed at the teenager, but nothing is done about it. Here again we provided the teenagers with accident statistics on the type of accidents in which they were being involved. We also received a great deal of help from many of the driver training instructors and from many of the school principals in organizing our Kansas Teen-age Traffic Safety Association activities in Kansas."

Public education was mentioned by 15 states as a primary factor in saving lives. Included under this category were safety education programs supported by the citizens, material and advice provided by the state safety

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POLICE ACTION

- Tougher selective enforcement
- Hit teen-age and military personnel violators
- Stop speeding by speed measuring devices
- Expanded police force

COURT ACTIVITIES

- Heightened interest in accidents
- Set up uniform penalties
- Stressed driver clinics—violators' schools
- Held regional court meetings

TRAFFIC ENGINEERING

- Re-designed hazardous locations
- Engineering studies
- Accelerated road construction
- Improved signs and markings

PUBLIC EDUCATION

- Launched high school driver education programs
- Set up school safety programs

MEDIA COOPERATION

- Press, radio, TV aided in accident prevention campaigns
- Reported results of traffic enforcement programs

SAFETY ORGANIZATIONS

- Governor's Traffic Safety Conference
- Aggressive state highway safety commission
- Action from state and local safety groups
- Teen-age safety conferences

PUBLIC ACCEPTANCE

- Improved individual driving habits
- Backed safety legislation

TRAFFIC SLAUGHTER IN CITIES DROPPED TO NEW LOWS IN 1957

Traffic Engineering Plays Major Role in Cutting Deaths in Metropolitan Areas

BIG cities cut their traffic deaths more than the states did in 1957. Again, the tools were found in the Action Program, with enforcement getting the biggest share of credit.

"How did you do it?" was the question asked of 25 mayors of cities with more than 200,000 population which reported reductions at least equal to the national average of 3 per cent.

Replies to that query from Gen. George C. Stewart, executive vice president of the National Safety Council, credited much of their success to better traffic supervision, particularly selective, stepped-up enforcement.

From Fort Worth, Tex., where a 37 per cent drop was fourth best for the country, Mayor Thomas A. McCann wrote:

"In line with the National Safety Council Traffic Safety Inventory Analysis, we redistricted our city, and our radio patrol division of the police department became a general duty rather than primarily a criminal investigation force. Credit can be given this division for their effort in traffic law enforcement . . . plans now call for a traffic in-service training program for all general-duty officers."

Cities backed the police enforcement programs with tougher traffic policies. Louisville, Ky., and St. Louis, Mo., have stricter penalties for violators. Flint, Mich., reported they were helped to a 27 per cent decrease by initiating a teen-age traffic court and correctional clinics for adults. Also, Flint's Traffic Safety Commission sponsored a motor vehicle check with gasoline dealers and student drivers. Denver, Colo., adopted a uniform traffic ticket and felt this was an agent in cutting accidents.

In contrast to the lack of traffic engineering emphasis in state reports, practically all mayors gave traffic engineering a big assist. Improving signs, lighting, markings and the installation of one-way streets were major items mentioned.

F. Henry Garber, mayor of Richmond, Va., which chalked up a 37 per cent drop in deaths, confirmed this in his letter:

"Over 900 yield and stop signs were installed, plus additional lane lines. The prohibition against turns and addition of one-way streets were all instituted to curb accidents in the face of ever-increasing traffic volumes. Spot check stations were regularly set up to remove defective vehicles and unfit drivers from our streets."

St. Louis cut its toll by 22 per cent and saved about 22 lives since adopting a master traffic plan which inaugurated one-way streets and reduced curb parking.

Civic, church and city groups in St. Louis promoted and stimulated safety education in schools and the community by distributing films, literature and organizing school programs, driver education courses and constantly "plugging" accident prevention via all media.

Mayor Frank P. Ziedler of Milwaukee, where a drop of 43 per cent was second high in the country with a saving of approximately 32 lives, declared:

"Reduction was achieved through excellent and far-reaching programing by the Milwaukee safety commission, including several pedestrian educational campaigns which led to strict enforcement of the jay walking ordinance of 1957, extensive elementary school programs, and the excellent cooperation of various media such as press, radio and TV in traffic safety education campaigns."

All mayors reported outstanding cooperation from local media and outdoor advertisers and felt this was a primary factor in accident reductions. Philadelphia officials said,

". . . outside organizations, such as WFIL's program 'Hitch Horse Sense to Horsepower'. . . have brought a new awareness to the drivers in their emphasis on safe driving and safe habits."

Officials in Richmond, Va., felt that youth participation in radio programs on accident prevention was an important factor in their traffic accident reduction. Most of the cities attributed success to a continuous safety campaign by the different media.

Safety organizations were frequently credited for aiding in reducing the city's traffic toll. A letter from Detroit officials cited the Traffic Coordinating Committee, consisting of representatives from the police department, the traffic court, the department of streets and the Traffic Safety Association of Detroit for new ideas and techniques in combatting traffic accident problems.

In Kansas City, Mo., Mayor H. Roe Bartle said, "The efforts of all these agencies would be of little consequence without the splendid acceptance and response which has been demonstrated by the general public."

And Chicago's Mayor Richard J. Daley summed up the 1957 accident prevention efforts: ". . . and the life-saving on the streets was due to the heightened appreciation of the problem leading to greater cooperation by motorists and pedestrians . . . proof that solutions can be worked out when the will to do so exists."

POLICE ACTION

- Increased personnel
- Stepped up selective enforcement
- Adopted uniform traffic tickets
- Helped courts, prosecutors
- Stopped jay-walking

COURT ACTIVITIES

- Tougher fines and penalties
- Teen-age traffic court
- Driver improvement clinics
- Re-designed intersections

TRAFFIC ENGINEERING

- Improved traffic signs, signals, markings
- Installed one-way streets
- Adopted Master Traffic Plan

PUBLIC EDUCATION

- Continuous community program
- Stressed pedestrian safety
- School safety program at all grade levels
- Driver Training

MEDIA COOPERATION

- Constant campaign by radio, press and Tv.
- Support of citizens' safety groups
- Youth participation on programs
- Campaign—pedestrian safety

SAFETY ORGANIZATIONS

- Coordination with official city programs
- Aid of Traffic Safety commission
- Youth safety council

PUBLIC ACCEPTANCE

- New interest in accident prevention
- Developed better driving habits

Drugs and Driving

MENACE ON THE ROADWAY

FROM HIGH SCHOOLS to highways, more and more people are becoming concerned about the use of an increasingly popular drug—amphetamine.

The coach of a high school basketball star who suffered a nervous breakdown admitted giving amphetamine tablets before games to his players.

The sheriff of a California county said the drug was involved in at least seven recent highway deaths of truckers.

What is amphetamine? It is a powerful stimulant that affects the heart and nervous system. It is sometimes prescribed for persons who think they could stand to lose a few pounds.

When prescribed by a physician—and taken as prescribed—amphetamine is perfectly safe, medical experts agree. Many people view the drug as relatively harmless.

But far too often, amphetamine is purchased illegally—or used for a different purpose than intended—by truckers and motorists who want to stay awake on long drives and by college students who study late or need an "extra push" on test day.

Best-known trade names of the potentially dangerous drug are Benzedrine and Dexedrine. The drug also is known by a host of nicknames—Bennys, goof balls, pep pills, copilots and stay-awake pills. The name may not be the same—but the effect is!

Take the drug and you can develop an addiction. Inject it into a race horse and you can be prosecuted and jailed. Sell it without a doctor's prescription and you may wind up behind bars. Drive under the influence of the drug, or related drugs, and you've violated the law in most states.

And in at least two states—California and Indiana—merely possessing the drug, if you haven't obtained it legally, is against the law.

Yet, if you know the right people you can buy amphetamine along with your coffee, gas or ice cream soda at many truck-stop restaurants, service stations and drug stores.

Why is amphetamine so popular?

Ostensibly, the reason most motorists take the drug is to keep awake on a long drive. Many may have ulterior motives, however.

"Amphetamine removes inhibitions and restraints and enhances confidence," according to a Chicago police doctor. "It makes people think they're big shots."

The physician, Dr. Pat Vitullo, of the Chicago Police Dept., claims amphetamine is "sold indiscriminately by a heck of a lot of drug stores."

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"TRANQUILIZED" drivers are drunk drivers and must be kept off the highways.

According to S. E. Miller in the *Journal of the Michigan Medical Society,* drugs have a significant influence on man's ability to drive. For this reason, physicians administering drugs have a responsibility to inform their patients of any possible reactions impairing sensory, mental or physical functions.

Analgesic drugs induce drowsiness and damage sensory functions and reaction time. Morphine, its derivatives and synthetic narcotics, such as Demerol, cause euphoria, inability to concentrate, apathy and dimness of vision. Hypnotics and sedatives depress the central nervous system activity, producing drowsiness and sleep, and have a tendency to change motor and sensory functions. All these could mean highway suicide or murder!

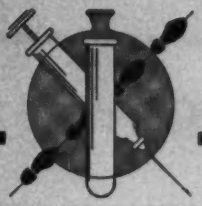
Tranquilizers, such as chloropromazine or reserpine, often cause drowsiness when first taken. Large doses can lead to episodes of faintness or giddiness. Central nervous system stimulants, such as benzedrine, will increase alertness and efficiency. However, they're known to cause headaches, agitation, irritability and decrease concentration in some people.

Antihistamines frequently cause dizziness or drowsiness—especially when taken to prevent motion sickness. These patients should never drive, unless previous trials have proven that the drugs have no effect on them. Streptomycin often produces nausea, loss of sense of balance with dizziness and ringing in the ears.

Physicians should warn all patients taking sulfonamides of possible drowsy effects—and warn them not to drive a motor vehicle. Patients under the influence of hallucinogens, such as marijuana, must not drive.

Frequently a drugged driver, realizing his ability is impaired, will compensate by driving slowly. This frequently constitutes a traffic hazard. For this reason, physicians must realize their responsibility. Telling a drugged patient to drive slowly, carefully or safely is not sufficient. The patient must be told he is incapable of driving while under the influence of drugs. Under no circumstances should he take the wheel of a motor vehicle.

(From Journal-American Medical Association, Jan. 18, 1958)



Test Talk

Alcoholic double take

Santa Cruz, California, police report that a motorist, who had been drinking, ran over an embankment and demolished his car in November. He then purchased a 1958 model and on December 10, 1957 while under the influence of alcohol, ran over a second embankment and completely demolished the new car. Apparently this driver, like too many others, was not convinced that drinking and driving should not be mixed.

Delaware report

Colonel Harry S. Shew, Superintendent of the Delaware State Police, has released a summary of the alcohol factor in fatal accidents in Delaware during 1957. Sixty-one per cent of the fatal traffic accidents in Delaware involved either a drinking driver or a drinking pedestrian. The percentage was 59 in 1956. Arrests for DWI were increased by 55 per cent in 1957. Fatal accidents decreased by 4 per cent. "We feel that this program supported by our chemical test law and stiffer penalties, has been a major factor in the reduction of highway deaths," said Colonel Shew.

Implied consent law ups DWI arrests

Colonel C. W. Woodson, superintendent of the Virginia State Police, asked superintendents of the State Police in New York, Idaho, Kansas and Utah to report to him on their experience with the "Implied Consent" law, since its adoption in these four states. All four state police officials replied that they felt that the new law, requiring suspected driver to submit to a chemical test, has helped their over-all highway safety program. Two states claimed it had raised their conviction rates for DWI and two reported that the rate was the same. They all reported an increase in their arrest rate for DWI cases. New York reported an increase in the number of DWI arrests from 575 in 1952 (New York law passed in 1953) to 1,398 in 1957.

California holiday rural fatals

An analysis of the fatal accidents during last Christmas and New Year's in the State of California by the California Highway Patrol shows that seven of the eight traffic deaths in the unincorporated areas at Christmas occurred in accidents in which at least one of the drivers had been drinking. The New Year's figures show that four of the nine killed in unincorporated areas occurred in accidents involving at least one driver who had been drinking.

Laid to drinking Drinking killed them in New York

Stephen P. Kennedy, police commissioner of New York City, reports that more than half of the drivers who were killed instantly, or who died within twenty-four hours of their accidents in 1957 (38 out of 69) were under the influence of alcohol. Chemical analysis showed that the 38 had alcohol in their blood in amounts ranging from 0.10 to 0.40 per cent.
The Commissioner said, "The finding of alcohol in more than half of the 'killed operators' strongly supports the belief that critical judgment, vitally necessary to the operators of a motor vehicle, is impaired by the consumption of alcohol."

Good Morning, Judge

U.S. Supreme Court turns down California appeal

The Supreme Court of the United States has refused to consider an appeal from a California decision upholding a California law prohibiting driving at a "speed greater than is reasonable or prudent—and in no event at a speed which endangers the safety of persons or property." The California Court had rejected a claim that such a law was void because of "vagueness."

Iowa high court holds specimen is "confidential"

On November 12, 1957 the Iowa Supreme Court held that a chemical test of a specimen of blood taken from an individual at the request of police officers or coroners is for the primary purpose of enabling them to make out their required reports to the Department of Public Safety and, therefore, any evidence thereof, as are accident reports themselves, is confidential and not admissible in evidence. (Hamilton v. Becker, 86 N.W. 2d 142)
Safety officials in Iowa are very much concerned and believe it will be necessary to amend the "confidential" section of the accident reporting law so as to make only the required reports submitted by operators and owners involved in accidents confidential.

Michigan drunkometer case

The state Supreme Court of Michigan will be asked to rule on the admissibility of Drunkometer test results as evidence in drunk driving cases.
A traffic court jury in Detroit found Billy G. Neill guilty of second offense drunk driving in which Drunkometer results were allowed as evidence.
In a similar case nine years ago (1949), the Michigan Supreme Court banned the use of Drunkometer results in court, ruling there was no general acceptance of the machine by the medical or scientific professions at that time. Safety officials in Michigan are hopeful that Drunkometer results will be upheld by the Supreme Court as breath testing devices give the police and courts an added weapon to combat the menace of the drinking driver.

Driver improvement schools

An act of the 1957 Wisconsin legislature has made it possible for Wisconsin Courts to assign violators to "bona fide" courses in traffic safety. Seven Wisconsin cities—Beloit, Eau Claire, Green Bay, Manitowoc, Monroe, Sheboygan and Waukesha—now have traffic court schools in operation.
Six additional Wisconsin cities are now in the process of organizing schools.
Governor Vernon Thompson has urged that such schools be established throughout the state as they have shown that less than 5 per cent of those who have attended have been arrested again for traffic violations. It is the fundamental belief in the educational function of the court which has sparked a growing interest in special Driver Improvement Schools throughout the country in recent years.

SLOW DOWN ... and LIVE!

By: R. C. Salisbury

THERE'S going to be some straight talk on the highways of the United States and Canada this summer.

The predominate word in that talk is going to be "YOU," meaning every one of more than 80 million drivers in the two great sister nations of the North American continent.

The personal responsibility of every one of those drivers in the attack on the highway death toll will be accented in the annual "Slow Down and Live" summer highway safety drive sponsored by the Association of State and Provincial Safety Coordinators in cooperation with the National Safety Council's "umbrella" campaign, "Back the Attack on Traffic Accidents."

We're not going to scold. But we are going to try to impress as strongly as is possible on every driver we can reach, the fact that the question, "What can I do about the highway death toll?" should be fully as important to him as the far more frequently voiced query, "Why don't *they* do something about traffic deaths?"

As public officials primarily responsible for the coordination of highway safety activities in the respective States and Provinces, members of the Association of State and Provincial Safety Coordinators are not seeking (in the emphasis they place on the driver's personal responsibility) to create any impression that they or their colleagues in law enforcement have reached perfection in discharge of their responsibilities for highway safety.

We realize keenly that there is a lot of work to be done in strengthening law enforcement. Stimulation of public awareness of the need for strong law enforcement and support for it, plus encouragement of stepped-up enforcement activities at all levels, are one of the goals of the Slow Down and Live program.

But we face the fact, too, that vigorous law enforcement needs the public support that stems from public understanding of the need for it, plus the equally important fact that the most successful official action in traffic safety is the preventative action . . . the action that keeps traffic law violations from taking place.

Consequently, persuasion of the driver is of equal importance in Slow Down and Live. We count it a major advance every time a driver can be persuaded that he himself is not necessarily perfect in his driving habits, and that a constant check on his driving habits is necessary for his personal safety and is required by his personal responsibility for the safety of all who share the road with him.

The injunction to "Slow Down and Live" is not new to the nation's highways. It was first voiced in 1953, when the campaign was initiated as a pilot operation in 11 northeastern states. It was conducted in 22 states east of the Mississippi the following year and was made nationwide in the United States in 1955. In 1957, the Provincial Safety Coordinators in Canada joined in the summer campaign and followed participation with membership in the organization the same year.

We believe that one of the present strengths of the campaign lies in the fact that we have maintained the message in its same basic form over a five-year span. The task of catching the eye and ear of the driver is a tremendous one and, as the merchandising expert tells us, constant repetition of an easily absorbed message is essential to attaining mass "sell" of an idea as well as merchandise.

If there is one thing apparent to

Turn Page

The author is Safety Director of the Motor Vehicle Department of the State of Wisconsin, and President of the Association of State and Provincial Safety Coordinators.

CHAPTERS and member councils of the National Saftey Council and agencies actively engaged in promoting the Council's Operation Safety monthly theme programs are all concerned with the success of the "Slow Down and LIVE!" campaign. It is an integral part of the Operation Safety program and the Council's *Back the Attack on Traffic Accidents* campaign.

A glance at the statistics for 1957 will show that close to 30,000 lives were lost in rural areas. This must be the prime target area for effective traffic toll reductions again this year.

One effective way in which safety and civic and service organizations can complement the work of official state agencies (such as highway patrol, engineers, etc.) is to promote the "Slow Down and LIVE!" campaign locally with business and industry as an off-job program. Resort areas can tie in inner-community programs with those of the state police and local enforcement agencies.

Enthusiastic support for the "Slow Down and LIVE!" program is effective support of the Council's *Back the Attack on Traffic Accidents* campaign.

any veteran in traffic safety work, like myself, it is the fact that this job is too big for anyone to think he can do it alone. Slow Down and Live has enjoyed widespread and growing support and participation from all areas in federal, state and local government, business and industry, organized support groups and fraternal, veterans, civic and similar organizations.

We don't want to seem ungrateful for that support, because we are deeply appreciative. But a lot more of it in the summer of 1958 would make the Slow Down and Live program even more effective than it has been.

One major task we have is making it clear that the Slow Down and Live campaign target is not confined to speed as represented by the 70-80-90-mile an hour motor travel, which is the picture generally created by reference to the "speed" menace.

Such high speed is a major death and injury factor, but dangerous speed is not limited to keeping the speedometer pointer in the upper reaches of the dial.

We feel that excessive speed covers a multitude of bad driving practices.

The driver who only slows for the stop sign . . . who presses close to the car ahead . . . who takes a chance in passing on two-lane highways . . . who drives at the same pace on a rainy night as he does in clear daylight . . . may be within the legal posted speed limit for a particular area in every instance, but certainly is not driving in a reasonable and prudent manner. His dangerous practice stems from a mental attitude in which the urge to move fast overrides all considerations of safety.

When we penetrate this "hurry driving" attitude and get the cooperative driver to recognize it for what it is, and to be on his guard against it, we have taken a step that can prevent an accident from happening.

Concentration on the urge to dangerous haste on the part of a driver with a couple of tons or more of powerful machinery under his control was chosen from among the many facets of the total safe driving problem as the subject of the State and Provincial Safety Coordinators' special emphasis campaign because that "hurry driving" problem presented both major need and major potential for effective action.

The need for an attack on "hurry driving" through vigorous law enforcement and driver education is at its peak on the highways during the summer months. Good weather, vacation and holiday motoring and the normal business traffic load all combine to bring the vehicle flow to its peak point on the open road. Since speed offenses are the big factor in traffic deaths on the highway, this means that we have in the highways and summer the time and place when "hurry driving" can take its greatest toll in deaths and injuries.

By the same token, we have the time and place when the twin program of stepped-up law enforcement and driver education, both supported by stimulated public opinion, represented by Slow Down and Live enjoys its greatest potential for making a significant contribution to the cause of traffic safety.

"Here's How" Fourth Edition Off the Press This Month

The fourth edition of "Here's How," 100-page book with 1,001 traffic safety project ideas is due off the press this month.

Developed by Richard O. Bennett, of the National Association of Automotive Mutual Insurance Cos., 20 N. Wacker Drive, Chicago 6, Ill., the three previous issues have been distributed to 270,000—as a public service.

The fourth edition will contain a brand-new group of traffic accident prevention project ideas embracing these safety subject headings: bicycle, Boy Scout, campus, child, civic, commercial, community, contests, courts, engineering, fleet, holiday, inventions, military, newspaper, pedestrian, police, railroad, religious, rural, school, signs, teen-age, television, women's and miscellaneous coverage.

Copies are free on request.

CARELESS DRIVING IS MORAL WEAKNESS

RADIO STATION WCUE, Akron, Ohio, came up with this radio editorial broadcast March 20th on the subject of drivers and driving:

"I am convinced it is something far deeper than just the condition of the roads or the type of traffic laws that we have. It is a moral weakness. It's a lack of appreciation for human personality."

Those are the words used by an Akron pastor in expressing his views on the "why" of the slaughter on the highways.

The Reverend Elmer Rich, pastor of the McKinley Avenue Church of God and president of the Akron Ministerial Association, made the statement while attending the Greater Akron Safety Conference the past two days.

We must agree with Reverend Rich. He is saying in a different way what others have said before.

The others often put it something like this: "One major factor in the high rate of traffic accidents is the 'Look out for me, here I come' attitude of many otherwise courteous human beings once they get behind the wheel of a car."

Either way you wish to put it, "moral weakness" or just plain "don't give a darnedness," this seems to be one of the tragic facts of our present day society.

Along this line, we wonder what would happen if all the Christians in these United States would begin driving like Christians? Taking Christian precepts onto the highway might do wonders for the auto accident rate and traffic death toll. Or must Christian percepts crawl into the back seat when we crawl behind the wheel?

HURRY SPOILS VACATION FUN

A VACATION should be a time to relax—to let go and forget the cares and worries of the work-a-day world.

But too many Americans—geared to the sometimes frantic tempo of modern living—try to cram as much travel, sight seeing, eating and drinking as possible into their allotted time off.

As a result they are tense, nervous, and jittery.

On the road they grudge an additional minute spent enroute. They speed, they weave in and out of traffic, they take foolish chances. They short change themselves on sleep and drive when they're tired or ill. They also drive after they've been drinking or over-eating.

They're in too much of a rush to be courteous. They won't give pedestrians or other motorists a break. And if anyone infringes slightly on their rights, they bellow.

They come home from their vacations—if they're fortunate enough to return alive—in a state of near-exhaustion.

Of course, only a minority of drivers fall into this class. But a great number of vacationers are infected to some extent by hurry fever. And hurry defeats the whole vacation idea. It also destroys safety on the road.

A slow down is imperative if the annual vacation traffic toll is to be cut.

Such a slow down is called for in the State Safety Coordinators' Slow Down and Live program, a campaign that recommends much more than a mere reduction of speed. It strikes at the tension that results in frayed nerves, poor judgment, and—frequently—in traffic accidents.

Your Vacation Driving program should be tied in closely with this program—the summer emphasis of the Back the Attack on Traffic Accidents campaign, which is aimed at supporting officials in their efforts to improve engineering, education and enforcement.

Spread the word in your community that a relaxed vacation is the only kind of vacation that makes sense.

Through newspapers, radio, TV posters, leaflets and speeches show that tension not only pays off in a less enjoyable holiday, but very often in accidents, expense, hospitalization, and sometimes—permanent injury or death.

Do everything you can to see that not a single vacation fatality occurs in your community this summer.

VACATION DRIVING

Operation Safety Theme for July

Planning an Effective Program 36

Increased Vacation Travel Adds to Traffic Problem 38

July Program Aids..... 40

Free Operation Safety Materials 40

Posters, Leaflets, Booklets 41

PLANNING AN EFFECTIVE VACATION DRIVING PROGRAM

Program must be beamed to visitors and home-town folks . . . must stress sensible trip schedules, obedience to traffic laws, observance of signs.

THE AUTOMOBILE is by far the most popular means of transportation for the vacationing American family. No other mode of transportation can get the family to its destination and back with more privacy and less disruption of normal routine—and with less monetary outlay.

And each year automobile travel becomes more attractive.

The growing network of superhighways continually increases the distance that can be traveled and the speed with which the trip can be made. Modern roadside accommodations offer motorists all the comforts of home. And automobiles grow more luxurious and more powerful all the time.

Consequently, when vacation time rolls around, a large proportion of the population takes to the road. This mass movement, while contributing to the public's pleasure, also contributes to the traffic problem and the traffic toll.

Part of the problem is, of course, just having so many people on the move at the same time. Another factor is that many motorists are traveling in unfamiliar country and over unfamiliar types of roads. The fact that traffic laws and traffic signs and signals often differ from one area to another also adds to the confusion.

This last difficulty spotlights the urgent need for uniformity of traffic laws and traffic signs and signals. It is imperative that every community bring about local conformity as soon as possible. The community that neglects this duty is adding to the national traffic headache. (See the following Operation Safety programs: Signs of Life—TRAFFIC SAFETY, December, 1957, and Traffic Laws—TRAFFIC SAFETY, February, 1958.)

This summer the effect of the Back the Attack on Traffic Accidents campaign will be felt in a further tightening up of enforcement throughout the country. Vacationers and home towners will benefit from this stepped up action in more efficient movement of traffic and a lowered vacation traffic toll.

During your Vacation Driving campaign, work with your officials to keep the local Back the Attack campaign rolling at full steam. The officials will know—from the experience of other years—just how the influx of vacationers affects local traffic. They have probably planned a traffic control set up that will keep traffic moving safely and efficiently.

Offer them your assistance. Plan your own campaign around the control program and do all you can to build public support for strict enforcement.

A local traffic law digest would be helpful in informing visitors of local laws and regulations and also in enlightening your own residents. If your officials would like to prepare such a digest you might help by finding a good writer and photographer or artist, or by taking over the production job. Distribution of the digest could be made through state troopers, service stations, hotels, and toll stations.

If officials are introducing use of radar, electric or electronic timing devices, unmarked cars or any of the other modern speed enforcement techniques, explain how they work and sell the public on them.

Find out if your officials plan to make a survey of road signs. If so, you could help them to ascertain the condition of existing signs, to make repairs wherever needed, and to erect new signs wherever traffic conditions warrant or to modernize and standardize the entire signs, symbols and markings system if needed.

The Independence Day holiday adds to the officials' problems. You can help by providing newspapers and radio stations with advance publicity concerning holiday traffic hazards and by informing them of the steps officials plan to take to combat the dangers.

Frequently, rerouting of traffic is necessary to siphon off excess "Fourth" volume from heavily traveled streets and highways. You could offer your services as a liaison between officials and radio stations so the public can be kept informed of routing changes and other emergency measures as they occur.

In addition to publicizing the program of your local officials, you must let visitors and residents know the special local hazards presented by vacation conditions, and must also warn your own people of the dangers they face when traveling in other parts of the country.

Tie your program in closely with the State Safety Coordinator's Slow Down and Live program, which is concentrating its attack on the hurry complex discussed on page 35. Main targets of the Slow Down and Live program are: excessive speed, speed too fast for conditions, driving too close to the car ahead and passing without clear distance.

The various commercial interests, associations, and public officials who have direct dealings with tourists—garages, hotels, motels and resorts—form a ready-made network of contacts with visitors. Leaflets, posters, traffic law digests can bring the traffic safety message to them at these points.

Local residents who are preparing for trips can be reached through places where the prospective vacationer goes to buy holiday equipment, such as tire and accessory dealers, department stores, and retailers of sport and camping equipment and resort clothing. Motor clubs and travel agencies are also good distribution points for safety materials.

Newspapers, radio and TV will, of course, reach both audiences.

The importance of obeying traffic laws and Signs of Life should be pointed out to both visitors and residents. Newspaper picture features, TV chalk talks, and film trailers shown at neighborhood movie houses and drive-in theaters can familiarize drivers with the sign shapes and can impress upon them the necessity for strict obedience to the signs.

Both groups should also be reminded of the danger of trying to cover too much territory in too short a time, of driving when fatigued or ill, and of driving after drinking.

Remind home-town people to plan their motor trips in advance and to find out all they can about the terrain through which they will pass, the types of roads on which they will travel, the weather conditions they are likely to encounter.

However, many people do not know where to get travel information. A series of newspaper features, one article on each travel information source in your area, would let people know what help is available.

Information on unusual driving conditions vacationers are likely to meet in various parts of the country can be given in newspaper articles and on radio and TV programs. Travel on limited access highways, hazards of mountain roads, dangers of game and stock in open range areas, and problems of big city driving are some of the topics that could be treated. Varying climatic conditions and the hazards they present would also be good subjects.

Some information on the various modern speed detection techniques in use throughout the country—to protect the law-abiding from the wilfully or carelessly reckless drivers—would also be helpful.

Statistics and source material on vacation driving are given on pages 38 and 39. They will provide background information for your newspaper, radio and TV publicity and will also provoke ideas for window displays and other projects.

FORMULA FOR A SAFE VACATION TRIP

Richard O. Bennett, of the National Association of Automotive Mutual Insurance Companies, has a formula for figuring out the distance you can travel safely on your vacation, if you're not doing turnpike driving.

Multiply the number of your vacation days by 100. Your answer is the maximum one-way distance you should plan for that vacation trip.

The best way to use the formula is to draw a circle on a road map with your hometown as the center and your safe driving distance as the radius. Pick a spot within the circle.

It works this way: On a seven-day vacation, for example, don't go more than 700 miles from home. If you have 14 days, 1,400 miles. Remember, you have to get back.

INCREASED VACATION TRAVEL ADDS TO TRAFFIC PROBLEM

APPROXIMATELY 84 per cent of all vacation trips made in this country are made by automobile. It is estimated that 80 million vacationing Americans traveled 34 billion miles in 24 million automobiles during 1957.

Unfortunately, as motor travel booms, traffic accidents also boom, especially in rural areas.

The larger number of drivers on the road during the vacation months naturally adds to traffic congestion, and with more miles being driven there is an increase in the number of traffic accidents.

This increase comes mostly in rural areas because most vacation motoring is done on rural highways. Rural traffic accidents start to rise in April and the increase continues throughout August.

The summer-long Slow Down and Live program is intended to curb this usual vacation traffic accident rise, and thus continue the downward trend in the traffic toll evident from the outset of the nationwide Back the Attack on Traffic Accident campaign.

THE RECORD

Most vacation driving is done in the country. Therefore the relationship of vacation driving to traffic accident fatalities can be found in statistics on rural traffic accident fatalities.

Statistics for the past few years show a rise in rural motor vehicle accident fatalities from April through August. The rise comes primarily in rural non-pedestrian deaths. This can be illustrated by the figures for 1956, the last year for which figures are available.

Rural Traffic Accident Fatalities for 1956

	Non-Pedestrian Deaths	Pedestrian Deaths	Total Deaths
April	1,990	200	2,190
May	2,200	220	2,420
June	2,330	250	2,580
July	2,600	250	2,850
August	2,630	250	2,880

CONTRIBUTING CAUSES

There are many contributing causes to vacation time traffic accidents. The following figures give statistics on some of the factors most frequently involved in the accidents that write a tragic ending to many a happy holiday.

Speed

Because many vacationists try to cover too much territory in too short a time, speed is an important factor in a great number of vacation traffic accidents.

Nearly 3 out of 10 drivers in fatal traffic accidents are violating a speed law at the time of the accident.

Speed is more frequently a factor in rural accidents than in urban accidents.

More than one-third of the drivers involved in rural traffic accidents are violating a speed law at the time of the accident compared with one-fifth in urban accidents.

Alcohol

People on vacation are likely to be in a holiday mood and frequently their pursuit of a good time includes drinking. Unfortunately too many of them don't realize the danger of driving after drinking.

In nearly one-third of the fatal traffic accidents a driver has been drinking.

Vehicle Condition

When taking a trip by rail or air, the average person expects the railroad or air line to transport him in a mechanically safe train or plane. But some motorists don't attach the same importance to the mechanical fitness of the cars they drive on vacation trips. Yet a car with worn tires, inefficient brakes, or any other mechanical shortcoming can bring about a serious accident.

About 5 per cent of the cars involved in fatal traffic accidents are found to have one or more unsafe conditions.

Fatigue

Driving while fatigued is a foolish practice indulged in by vacationers who won't take time out to get sufficient rest.

About 1 out of 13 drivers involved in fatal traffic accidents are found to be in a physical condition that could be a contributing factor in the accident. *In about two-thirds of these cases the drivers are fatigued or asleep.*

Weather

Failure to adapt their driving to weather conditions brings grief to many vacation drivers.

In about 1 out of 6 fatal accidents the weather is rainy, snowy or foggy. Rain is present in about one half of the bad weather cases.

TRAVELERS MUST be prepared for unusual hazards when traveling in unfamiliar country

BACK the ATTACK on Traffic Accidents

PASS THESE TIPS ON TO VACATIONERS

BEFORE THE TAKE-OFF

Make sure your car is in A-1 condition. Check headlights, brakes, windshield wipers, engine, oil, steering and tires.

Be ready for emergencies. Make a check list of needed items such as: first aid kit, maps, keys, permits, identification, spare tire, flashlight, flares or fuses, wheel jack, lug wrench, clean cloths, paper and pencil. Also make sure your insurance and driver's license haven't expired.

Plan your trip well. Don't try to cover too much ground in a short time. Don't make a tight schedule. Allow for a good night's sleep each night. If possible drive only during daylight hours. About 300 miles a day is reasonable. Learn the laws of the states through which you will pass.

Load your car carefully. Pack as much as possible in the trunk. Be sure vision is not obstructed by baggage in rear. Pack a bag with items you will need during the day, another for night. Take along comfortable driving clothes.

ALONG THE WAY

Keep your mind on your driving. Don't do any sightseeing or map reading while driving. Pull off the road if necessary. Stop for coffee when drowsy.

Be prepared for changing traffic, weather, and road conditions—rush hours in cities, crowded rural highways, expressways, wet roads, hills, mountains and winding roads. Drive at a safe pace. Watch for posted limits and unusual traffic regulations.

Obey traffic signs and signals. Learn the shapes and colors of the Signs of Life. Octagon signs in red or yellow mean Stop! White rectangles give rules, speed limits, turning and passing rules. Yellow diamond shaped signs warn of dangerous or unusual conditions. Yellow triangular signs mean yield right-of-way. Round yellow signs and white crossbucks identify railroad crossings.

Keep your distance. Look out for pedestrians, children, cyclists, animals, slow-moving farm vehicles and slow-poke motorists.

JULY PROGRAM AIDS

Films, booklets and other aids for your Vacation Driving program

THE films listed below were selected for use in your July Vacation Driving program. With each film listed, the source is given. They are *not* available from the National Safety Council. A notation at the end of each listing shows whether the film is available through purchase, rental or loan. For local film sources write to your state and local safety councils, state safety departments, state library or state college or university.

THE SMITH SYSTEM (16mm sound motion) b&w. 8 min. 1957. Illustrates five defensive driving habits, which, if practiced, will help eliminate distractions which cause accidents. Ford Motor Company, Motion Picture Dept., Dearborn, Mich. Loan.

HAVING A WONDERFUL TIME (35mm sound slidefilm) b&w. 15 min. 1952. Safe practices for vacationers. Includes traffic safety. Available from your local Zurich Insurance Co. agent or write to Zurich Insurance Companies, 135 S. La Salle St., Chicago 3, Ill. Loan.

A DATE WITH DEATH (16mm sound motion) col. 14 min. 1955. Shows incidents in a highway patrolman's working day. Available from University Bureau of Visual Instruction, Extension Div., State University of Iowa, Iowa City, Iowa. Cleared for TV. Purchase or rental.

PATTERN FOR TRAGEDY (35mm sound slidefilm) b&w. 15 min. Tragic story of a father who is responsible for the death of his wife and son. Available from your local Zurich agent. (See above.) Purchase or loan.

Outdoor Advertising

Outdoor advertising posters are available through the Outdoor Advertising Association of America. Write to OAAA, attention Traffic Safety Committee, 24 W. Erie St., Chicago 10, Ill., for the name and address of your nearest distributor.

Newspaper Ads

A new series of newspaper mats on the theme of traffic safety has been designed for business concerns who wish to use traffic safety messages in their advertising. Available in full-page, 1,000-, 600-, 200-, and 100-line sizes. For complete information and ad proofs, write the Advertising Council, Special Service Office, 425 N. Michigan Ave., Chicago 11, Ill.

Information on imprinting posters and leaflets may be obtained by writing to NATIONAL SAFETY COUNCIL, 425 N. Michigan Ave., Chicago.

Publications

The following publications are available from the National Safety Council:

Safety Educaton Data Sheets—Two-six page reprints from *Safety Education* magazine giving practical information on accident hazards. Available for a small fee from the National Safety Council.

No. 31—Night Driving
No. 33—Traffic Control Devices
No. 52—Highway Driving
No. 55—Motor Vehicle Speed

Safety Instruction Cards—Three by five cards giving instructions on safe driving:

No. 177—Inattention
No. 186—Driving (Speed Control)
No. 335—Hand Signals
No. 377—When Tires Blow Out
No. 378—Night Driving
No. 383—What is Blind Driving?
No. 390—The Business of Driving
No. 415—Glare on the Highway
No. 494—Stop and Go Lights
No. 529—Read End Collisions
No. 825—Safe Speed
No. 830—Night Driving is Different

Have Fun—Attractive booklet for vacation-bound families. Gives safety tips on driving and other subjects. Full color, 8 pages. Quantity prices on request from National Safety Council.

FREE OPERATION SAFETY MATERIALS

Basic aids to help you launch a successful campaign

TO DO the Operation Safety job thoroughly, you need all the tools. News releases, radio scripts, samples of leaflets and newspaper mats—formerly distributed in the Operation Safety kit—can be obtained by checking the Operation Safety box on the Reader Service Card contained in this issue of TRAFFIC SAFETY.

Here's what you get:

▸ **Four News Releases**—designed to feature local personalities and to highlight local conditions. Written by professional journalists, these releases point up the responsibility of each citizen to cooperate in the traffic safety program.

▸ **Four Radio Scripts**—five-minute, interview-type scripts on the Vacation Driving safety theme. Each spotlights an appropriate local personality and is written for easy adaptation to local traffic situations. Scripts are tailored to fit the requirements of local stations.

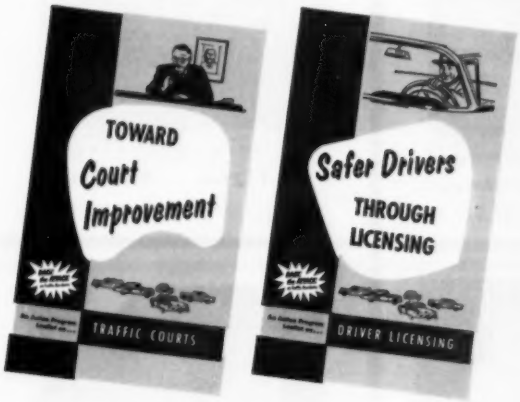
▸ **Newspaper Mats**—a sample of each of the featured mats on the Vacation Driving theme. Designs are one-column miniatures of the featured poster designs shown on page 41.

▸ **Leaflets**—samples of the four featured leaflets illustrated on page 41. These handy, pocket-size giveaways tell a brief but hard-hitting traffic safety story in a way that captures interest.

Two of the featured leaflets—*Safer Drivers Through Licensing* and *Toward Court Improvement*, together with *Enforcement—A Vital Key* (illustrated in last month's issue) are part of a new series on the Action Program. They were prepared in cooperation with the three official organizations concerned—American Association of Motor Vehicle Administrators, American Bar Association Traffic Court Program and the Traffic Division, International Association of Chiefs of Police respectively. Intended for opinion leaders the leaflets seek to enlist their aid in more fully applying the Action Program in their communities.

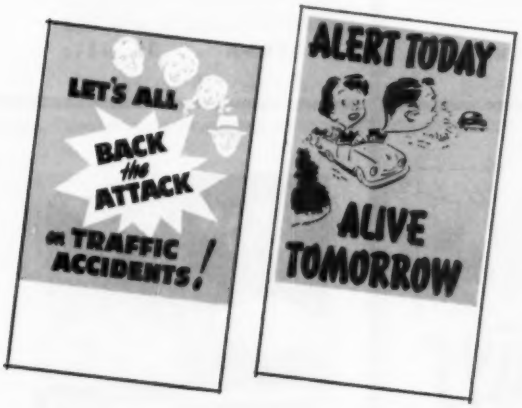
OPERATION SAFETY MATERIALS

OPERATION SAFETY AND TRAFFIC PUBLICATIONS



SAFER DRIVERS THROUGH LICENSING (329.17). Sold in packages of 100. Prices: 1-9 pkgs, $2.90 per pkg; 10-49 pkgs, $2.50 per pkg; 50-99 pkgs, $2.30 per pkg; 100-199 pkgs, $2.20 per pkg. Write for prices on larger quantities.

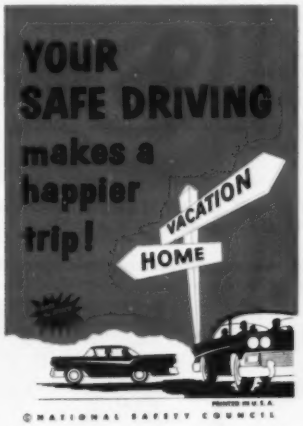
TOWARD COURT IMPROVEMENT (329.18). Sold in packages of 100. Prices: 1-9 pkgs, $2.90 per pkg; 10-49 pkgs, $2.50 per pkg; 50-99 pkgs, $2.30 per pkg; 100-199 pkgs, $2.20 per pkg. Please write for prices on larger quantities.



ALERT TODAY—ALIVE TOMORROW (391.41). Sold in packages of 100. Prices: 1-9 pkgs, $2.50 per pkg; 10-49 pkgs, $2.00 per pkg; 50-99 pkgs, $1.80 per pkg; 100-199 pkgs, $1.60 per pkg. Write for prices on larger quantities.

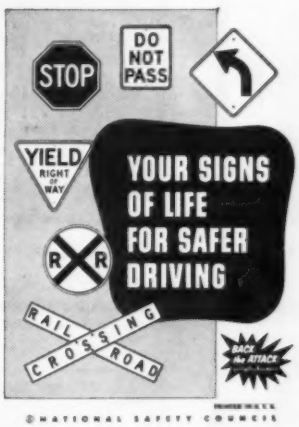
LET'S ALL BACK THE ATTACK (397.13). Sold in packages of 1,000. Prices: 1-9 pkgs., $6.70 per pkg.; 10-99 pkgs., $5.70 per pkg. Write for prices on larger quantities.

OPERATION SAFETY POSTERS FOR JULY POSTING

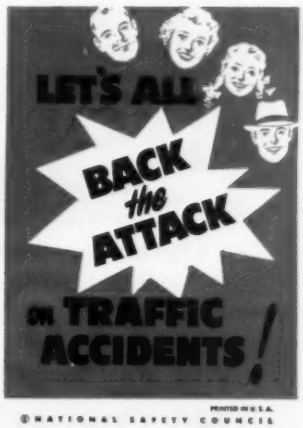


T-1332-C 25"x38"
T-1333-A 8½"x11½"

T-1334-B 17"x23"



T-1249-B 17"x23"
T-1184-B



T-1194-C 25"x38"
T-1195-A 17"x23"
8½"x11½"

PRICES FOR ABOVE POSTERS

Traffic Posters—T-prefix to number

	1-9	10-99	100-999	1000-4999*
A Size	$0.15	$0.092	$0.063	$0.052
B Size	.25	.18	.15	.12
C Size	.35	.27	.22	.20

YOUR CREDIT LINE can be imprinted at time of the press run on Traffic B and C posters only. Orders for imprints must be received by May 15, 1958 for the posters above which are intended for July posting.

Imprinting charges for these posters are $2.25 per lot plus an initial charge for each electroplate of $21.00 for C posters imprint and $12.50 for B poster imprint.

*Write for prices on quantities of 5,000 or more or for special rates on annual poster orders. 1 column newspaper mats on these posters are available from the National Safety Council.

PRICES SHOWN ARE SUBJECT TO A DISCOUNT OF 10% TO NATIONAL SAFETY COUNCIL MEMBERS.

FLEET POSTERS

POSTER PRICES

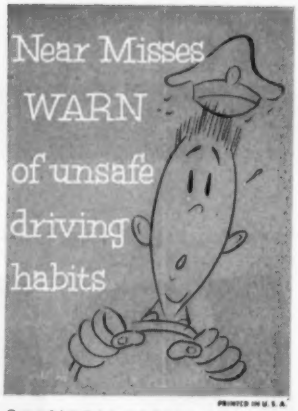
Posters illustrated on these pages are included in the automatic Motor Transportation poster services. Automatic poster sets are available on yearly subscription that provides (4) subjects per month viz. (2) "A" size (8½"x11½") and (2) "B" size (17"x23"). Automatic service is provided in the following categories:

City Truck	City Bus	Annual price 1-4 sets, $8.85 per set;
Intercity Truck	Intercity Bus	5-49 sets, $7.45 per set; 50 or more
Sales Truck	Taxicab	sets, $5.95 per set.
Truck Terminal	Bus Terminal	

Posters are available for individual selection at the following prices:

	1-9	10-99	100-999	1000-4999*
A size, any selection	.15	.092	.063	.052
B size, any selection	.30	.22	.185	.15

All prices shown are subject to a 10% discount to National Safety Council Members.
*Write for prices on quantities of 5,000 or more.



©NATIONAL SAFETY COUNCIL

V-1329-A 8½x11½

©NATIONAL SAFETY COUNCIL

1328-B 17x23

©NATIONAL SAFETY COUNCIL

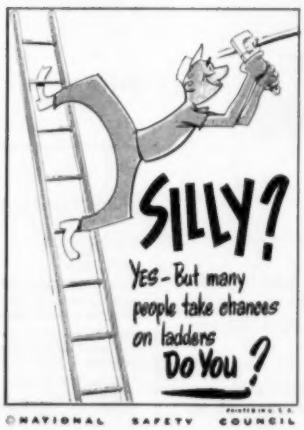
1301-A 8½x11½

©NATIONAL SAFETY COUNCIL

1280-A 8½x11½

©NATIONAL SAFETY COUNCIL

1317-B 17x23

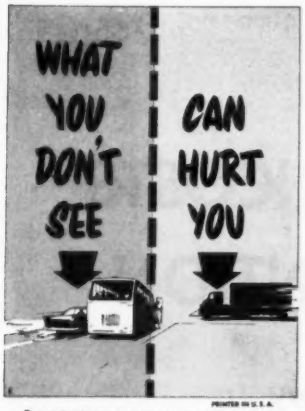


©NATIONAL SAFETY COUNCIL

1238-B 17x23

©NATIONAL SAFETY COUNCIL

1237-A 8½x11½



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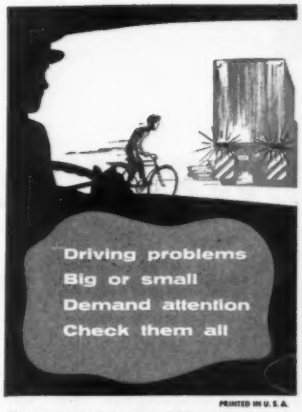
V-1331-A 8½x11½



©NATIONAL SAFETY COUNCIL

V-1330-B 17x23

ANYBODY YOU KNOW?
PANTHER PETE
HE SPRINGS AWAY FROM EVERY LIGHT, AS IF HE STALKS HIS PREY. SO WATCH HIS MOVES, HOWEVER SLIGHT HE'S DANGEROUS – NIGHT OR DAY.

NATIONAL SAFETY COUNCIL

V-0162-A 8½x11½

NATIONAL SAFETY COUNCIL

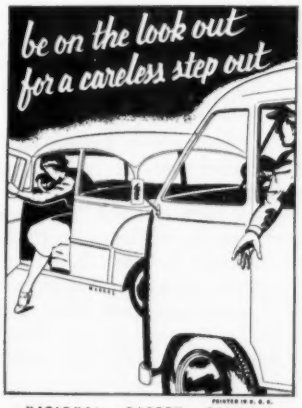
V-0465-A 8½x11½

NATIONAL SAFETY COUNCIL

V-0464-A 8½x11½

©NATIONAL SAFETY COUNCIL

V-1050-A 8½x11½



NATIONAL SAFETY COUNCIL

V-0448-A 8½x11½

©NATIONAL SAFETY COUNCIL

V-0755-B 17x23

NATIONAL SAFETY COUNCIL

V-0487-B 17x23

MILLER BREWERY CUTS COSTS VIA ACCIDENT PREVENTION

Fleet safety program is one way to slash operating costs—up profits

Profits in the brewing industry—both on the brewer and wholesaler level—have been declining sharply. Increased costs of materials, labor and shipping represent fixed expenditures. Thus, brewers and distributors alike have explored other areas of their operation.

One effective way to reduce operational costs is to keep accidents to a minimum. For several years, brewers have participated in a safety program conducted by the United States Brewers Foundation. Focal point of the program is the plant itself, where disabling accidents have been reduced. In 1957 the Miller Brewing Co., Milwaukee, cut disabling injuries to 14 —the best mark in the firm's history.

Members of the Planning and Steering Committee of the National Safety Council, Commercial Motor Vehicle Section, are welcomed to the Miller Brewing Company by Safety Manager Jack Cantrell during their recent meeting in Milwaukee. Members from all sections of the country, as well as from Canada, attended the meeting, a sidelight of which was a tour of the Miller facilities. From left are Finley S. Lake, safety director, Interstate Motor Freight System, Grand Rapids, Mich.; Alfred C. Finch, senior consulting engineer for the NSC, Chicago; Lorne F. Purves, fleet superintendent for the Toronto Star, and Karl Schulze, senior safety engineer, Western Operations, Inc., Standard Oil Co. of California.

Important in Miller's safety picture is its motor vehicle accident prevention program inaugurated in July, 1953. Before that, vehicle accidents were occurring at the rate of three for each 100,000 miles traveled. Since then, the average frequency of accidents was reduced to .91 per 100,000 miles, a decrease of 70 per cent, despite the annual mileage increase.

The company also cooperates in national fleet safety activities. Jack Cantrell, safety manager, is a member of U. S. Brewers Foundation's safety advisory committee and the executive committee of the National Safety Council's Central Region Commercial Vehicle Section.

While saving lives was the foremost consideration in the vehicle safety program, substantial monetary savings also have been realized. For example, motor vehicle accidents in 1952 cost the company $21,000, based on approximately 60 accidents in almost two and a quarter million miles traveled In 1957, 31 accidents in three and one-half million miles of travel cost the brewery slightly more than $9,000.

If a vehicle accident prevention program can be successful for a large

TRANSIT INJURIES UP IN 1957

Employee injury rate highest for industry in five years

The 1957 employee injury rate for participants in the Transit Section Safety Contest was the highest in five years, according to the final contest bulletin. The 1957 all contest average rate of 11.98 was 28 per cent higher than that of the previous year with practically the same number of man hours worked.

Of the 33 contestants, 20 had worse records in 1957 than in 1956, two had the same rate as the year before, however, eight companies managed to better their records in spite of what looked like an industry-wide trend.

Outstanding in the contest was the St. Louis Public Service Company which managed to improve its record for the fifth consecutive year with a 1957 rate of 3.28, lowest rate in the six year history of the division.

Other outstanding contestants were the Phillips Petroleum Company of Idaho Falls, Idaho, which completed its fifth year with a perfect record; and the Cleveland Transit Company and the Lehigh Valley Transit Company who managed to improve their records for the fourth consecutive year.

Winners of the 1957 contest are as follows:

Division I

St. Louis Public Service Co..... 3.28
Cleveland Transit System..... 7.89
Baltimore Transit Co.....11.18

Division II

New Orleans Public Service, Inc.... 3.57
Indianapolis Transit System..... 7.44
Greater Winnipeg Transit..... 8.28

Division III

Phillips Petroleum Co., Idaho Falls.....00
City Utilities of Springfield, Mo. (Transit) 00
Kenosha Motor Coach Co.....00

The all contest average rate of 11.98 disabling injuries per million man hours worked, represented a sharp upward turn, continuing a trend which began modestly in 1956. Whether the transit industry at large also experienced more injuries in 1957 will not be known until June of this year when a survey of the industry is completed. The experience of the Transit Section contestants has usually been about four points better than that of the industry at large.

Back in 1955, contestants as a group had the lowest average rate in the history of the contest. Since that time, the rate has been going up. More contestants are having worse records each year and fewer contestants are having better records over previous years. Does this mean that back in 1955 we reached the irreducible minimum and a record too good to maintain for long? The answer to that question must be made in terms of our efforts for the current year.

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firm, Cantrell is convinced it can be equally successful for beer wholesalers and small breweries. An effective program requires:

1. Management's intense interest, desire and determination in reducing vehicle accidents.

2. Management's active participation in fleet safety matters.

3. Animation of a driver's sense of responsibility—an aroused spirit of "do unto others as you'd have them do unto you."

4. Safety education of drivers as it relates to driving.

5. Assistance of insurance company safety engineers and National Safety Council in setting up and following through on program. The U. S. Brewers Foundation can likewise be of tremendous assistance to brewers in fleet safety matters.

Pope Condemns Reckless Drivers

Pope Pius XII, speaking to Rome's pastors and Lenten preachers, deplored the city's reputation for reckless drivers and its record of traffic fatalities.

The Pontiff asked the preachers to instruct the people that safe driving is a matter of conscience. He declared:

"These mournful events cannot be attributed to technical factors alone. They are caused by the imprudence of people who dare to drive without the necessary experience or under unfavorable psychological conditions, or who ignore the necessary precautions and regulations.

"Furthermore, what can be said of the irresponsibility of the mad drivers who allow themselves to be carried away by the frenzy of speed and competition, even in the heart of the city, indifferent to their own safety or the safety of others?"

The Pope singled out the traffic situation, the suicide incidence and scandal-mongering as some of the evils which afflict modern Rome. He said these problems had caused him sleepless nights.

NATA Moves GHQ To Nation's Capital

The National Automobile Transporters Association has announced the moving of their offices from Detroit to Washington, D. C.

The new location, according to Harold K. Halbrooks, director of the Association's Accident Prevention Division, is suite 208, 1000 Connecticut Avenue, Washington 6, D. C.

Telephone number of the new office is DIstrict 7-3654.

Regional Conferences

From Page 9

3. Uniform municipal traffic ordinances for communities, together with the use of the uniform ("no-fix") traffic ticket and a uniform scale of penalties for traffic violations.

4. A fact-finding report on traffic law enforcement, studying all phases of activity by the State Police, Department of Motor Vehicles, and Department of Public Works and Highways.

NEW JERSEY—Harold G. Mangelsdorf of the Standard Oil Co. (N. J.) and president of the New Jersey Safety Council, was chairman of the delegation. State needs were set forth by Governor Robert B. Meyner.

A five-point program to help reduce traffic accidents in his state was outlined by the Governor: A one-cent state gasoline tax designed to raise matching funds for the Federal Highway program; a reworking of the traffic laws to recognize that aged drivers are increasing on the state's highways; a better attack against drunken driving; better community-state cooperation; and greater use of local volunteers in promoting safety habits.

In discussing state aid to communities, Harry Sullivan, safety chairman of the New Jersey League of Municipalities, urged delegates to evaluate traffic safety needs in their home towns, prepare action programs and then work with local police and other official groups in putting these programs across.

Among Sullivan's proposals were: use of a simplified traffic accident form; improvement of older roadways; use of two license plates instead of one now proposed by the state; noting violations on backs of driver licenses; driver education in all high schools; and clearer highway direction signs.

NEW YORK—Park Davis, president of the M and G Convoy, Inc., Buffalo, was chairman of the session. State needs were discussed by Jonathan B. Bingham, secretary to the governor and chairman of the Traffic Safety Policy Coordination Committee.

An attack on accidents on two trouble fronts—drunken driving and inept drivers under 18 — was urged. Undue leniency by courts, an insufficient number of arrests, and inadequate prosecution were cited by delegates as primary reasons for the seriousness of the drunk driving problem.

Other proposals for improvement were:

—State support for the prompt and scheduled completion of the new 41,000 mile Federal Interstate Highway system.

—Improved accident record keeping and analysis through use of modern equipment and techniques.

—Organization of community traffic safety groups to build public support for accident prevention programs.

—Expansion of the state police and better enforcement.

—More careful examination for driver licensing.

An important proposal by Addison Mallory, executive secretary of the New York Conference of Mayors, called for establishment of a state technical assistance program which would provide engineering and other specialized services to communities which seek help in reducing traffic accidents.

Principal planks in the program are: providing traffic engineering services to local governments; training of local police; stepped-up state policing in rural counties and unincorporated areas; aid in reviewing local traffic safety programs; more help with accident record keeping and analysis; and state sponsorship of traffic safety conferences of citizens, enforcement personnel and other interested groups.

PENNSYLVANIA—Paul B. Reinhold, president of the Atlas Equipment Company, was chairman of the Pennsylvania delegation. O. D. Shipley, director of the Bureau of Highways, discussed state needs.

A 27-point program for improved highway safety was unanimously adopted by delegates. Provisional licensing of new drivers for a period of two years, modernization of traffic control legislation, and use of radar in speed control work, were among top priority items. Other recommendations were:

An improved accident reporting system; formation of safety committees in civic, service, and business organizations and coordination of their work with Bureau of Highway Safety; that service and repair facilities be built to handle vehicles which break down on limited access highways without, in any way, weakening the principal and purpose of limited access.

Also recommended was more cooperation between political subdivisions and the traffic unit of the Department of Highways; adoption of chemical tests for intoxication and improved driver education in schools and colleges of the Commonwealth.

RHODE ISLAND—Harry Pinkerson, president of the Pinkerson Company and chairman of the Rhode Island Council on Highway Safety, served as chairman. State needs were set forth by Laure B. Lussier, registrar of motor vehicles.

The group decided that attention should be focused on two bills, now pending before the state legislature, which delegates urged be passed without delay. These call for an expanded, publicly supported high school driver education program, the cost for which would be borne by motorists, and use of chemical testing devices to check drinking driving.

Delegates unanimously endorsed a plan to develop a uniform system of handling Armed Forces traffic law violators and agreed on the need for a permanent citizens traffic safety committee to advise state officials on public support of various aspects of safety legislation. Mr. Pinkerson was elected temporary chairman of a committee to organize the permanent action group.

VERMONT — Holmes H. Whitmore, vice president and general manager, Jones & Lamson Machine Company, served as chairman. State needs were presented by H. Elmer Marsh, commissioner of motor vehicles.

The delegates approved a letter outlining its priority program and directed that it be sent to Vermont's Governor Joseph B. Johnson, and to William McKee, coordinator of the Vermont Emergency Traffic Safety Council.

The seven-point program calls for: re-examination of accident prone drivers; increased personnel for the state highway police; expansion of driver and safety education in the schools; better analysis of accident records; more uniform highway marking; and stepped up support for safety measures.

THE BIG SWITCH in Madison, Wis.

From Page 25

trian usage justified this type of control. Separate walk intervals were in use at many intersections. These are necessary on the Capitol Square but their operation was not warranted at many other intersections. Through action of the Traffic Commission, the walk signals were timed to operate "with the green" vehicle signals. The diverse flow of traffic across the peninsula gave us variations beyond the capacity of fixed-time controllers. Plans were developed to replace this equipment with the vehicle-actuated type. Radar detectors were purchased by the dozen and full-actuated and traffic density type controllers were installed at most isolated intersections. The use of standard signal warrants for the installation of signals has been accepted by the Common Council as proper and they are applied in all instances.

One trouble spot in Madison was a low overhead structure with a vehicle clearance of ten feet, four inches. Unwary drivers frequently wrecked their trucks or jammed them in under the structure, subsequently blocking all traffic. By the use of photo electric cell equipment a warning system was devised whereby vehicle heights were checked and those drivers of overheight vehicles were warned by flashing red lights to stop before entering the underpass. While unique, this has proven to be an effective method of preventing accidents and traffic tie-ups at this location.

On major routes entering the city, king-size signal heads have been installed on the approach side of the first set of signals. Accident reduction has been significant at those locations.

Another innovation in Madison was the use of overhead lane signals on a busy three-lane highway. This road carries approximately 15,000 vehicles a day. The inbound and outbound portions of traffic in the morning and afternoon are approximately three to one in the prevailing direction. Nine sets of signals were installed in an area approximately one and one-quarter miles long. By the use of green and red arrows the center lane is made available to the morning and afternoon rush hour traffic and congestion and accidents on the street have been considerably reduced. The proposal for the signals was presented to the Traffic Commission and then to the Common Council in the form of a working model. After ready approval and installation of these signals, it was noted that they were driver-accepted even before signs of instruction could be installed. The use of the red and green arrows allowed for no confusion or misunderstanding of purpose.

The construction of our first concrete traffic islands at a heavily used, irregularly shaped intersection is not without its memories. Stop signs controlled all entering traffic at the location even though signal warrants were exceeded. Accidents occurred much too frequently. While watching the actual construction one day, a passing motorist called to me, "Another monument to foolishness." Other comments were not so kind. Later the motorist who had commented on the "foolishness" became an exponent for similar island improvements at other locations. Islands now are requested as possible solutions to every type of traffic problem. Madison has been known as the "City of Four Lakes"; it is now referred to as the "City of a Thousand Islands." But they work!

Street Lighting

In 1954 Park Street was the only major thoroughfare in Madison with improved street lighting. At the time that the street had been widened in 1949, 78 twin incandescent-type lights had been installed in the boulevard strip.

The first street lighting project assigned to the new department was that of East Washington Avenue, Madison's main eastern artery. A complete study and report was made of the need for lighting on this street and the standards developed from this report are now being used to set the pattern for lighting systems in the entire city. In following the recommendations of the report for East Washington Avenue, we installed 285 mercury vapor street lights there in 1956. The basic installation plan was that of 20,000 mercury vapor units being installed every 120 feet on each side of the avenue. Traffic volumes warranted a light value of one foot candle, maintained, and by the use of the latest photometric data the system was so designed.

After this installation, motorists felt that driving from this street onto the Capitol Square was like entering a dimly lighted room from a well-lit one. Merchants then asked for better lighting on the Square and to show their sincere interest in the project organized a campaign to raise a substantial amount of money as a contribution to the total cost. Block captains canvassed the business area surrounding the Square and obtained $2,700 of the $14,000 needed to erect 28 mercury vapor lights. The Council voted to appropriate the additional money and the project was completed before the end of 1956.

Plans were then drawn to complete the central business district street lighting and 133 mercury vapor lights are now being installed on the spokes leading to the Square and the streets forming the outer ring of the Square.

In addition, 29 mercury vapor lights are being installed at a recently improved intersection of West Washington Avenue, Regent and Proudfit Streets.

This year's plans call for modernizing of the antiquated ornamental lighting system on State Street, which is the connecting link between the State Capitol and the University, and on West Washington Avenue between the current street lighting improvement project and the Capitol Square.

The benefits of good lighting have been accepted by the citizens of Madison on the basis of a ten-year program for relighting all major streets.

New Legislative Policies

After getting the streets in shape to move traffic we found that our efforts were still sometimes thwarted by street construction or repair projects which were started without previous notice to this department. To correct this situation the Council passed an ordinance requiring that at least 48 hours' notice be given before any such work

To Page 58

THE SAFETY LIBRARY

By Ruth Parks, Librarian, NSC

Books, pamphlets, and articles of interest to safety men.

Alcohol

Today's Traffic Safety Delinquent—The Drinking Driver. 22p., 1957. Accident Prevention Department, Association of Casualty and Surety Companies, 60 John St., New York 38, N. Y.

(Facts and opinions based on results of a questionnaire survey of state traffic safety officials.)

A Correlation Study of Blood Alcohol Levels as Determined by Alcometers, Breathalyzer and Direct Blood Analysis. 19p., 1957. Texas Department of Public Safety, Bureau of Identification and Records, Austin, Texas.

Church Activities

He Rides Besides You. (The Spiritual Side of Our Traffic Problem). Dan Hollingsworth and Ona Belknap. 100p., 1957, $1.00. Stromberg Allen and Co., 430 S. Clark St., Chicago 5, Ill.

(A collection of speeches, articles, prayers and poems for the use of clergy and other.)

Commercial Vehicles

A Bold Program. Howard White. *Best's Insurance News—Fire and Casualty*, p.77—79+, Feb. 1958.

Are Accident Review Boards Any Good? A. F. Mayerhofer. *Commercial Car Journal*, p.102-103+, Feb. 1958.

(A survey of carriers as to extent of use, effectiveness and value as a safety tool.)

SAE Annual Meeting Discusses Tomorrow's Truck Cab. *Commercial Car Journal*, p.96-99+, Feb. 1958.

(Cab design for driver safety and comfort.)

Safety Is the Way at Dowell. *Commercial Car Journal*, p.100-101+, Feb. 1958.

(The company's fleet safety program.)

Community Safety

Indiana Offers Program of Consultative Assistance to Local Communities. *Traffic News and Views*, p.1-2. Jan. 1958.

(Traffic Safety Survey Team Program available upon request from the Mayor. The group investigates and recommends feasible programs.)

Conferences

Highway Executives Study Management. Ralph D. Johnson. *Better Roads*, p.23-25+, Feb. 1958.

(Report of conference courses aimed at training department heads and top-level administrators. Sponsored by American Association of State Highway Officials and National Highway Users Conference.)

Drivers and Driving

Driver Training and Safety Education in North Carolina. Joseph P. Hennessee. *Popular Government*, p.8-10, Feb. 1958.

(Need for program, planning, rates and regulations and financing.)

Indianhead Proves Value of "Flashfilm" Driver Training. Jerry Wilson. *Commercial Car Journal*, p.95+, Feb. 1958.

(A new training technique called trachistosopic "Flashfilm.")

Made In Detroit: The Good Driver. For the Annual Report 1957. 13 p., 1958. The Traffic Safety Association of Detroit, 1902 Bahl Bldg., Detroit 26, Mich.

(The program that has brought about a decreasing traffic accident record.)

Driver Licensing

AAMVA Training Pays Off. Homer Hall. *Traffic Digest & Review*, p.1-3, Feb. 1958.

(Improvements in driver licensing program resulting from the courses.)

A New Look for Driver Licensing. Milo W. Chalfant. *MSU Center Letter*, p.3, Jan. 1958.

Principles of Driver Licensing. *AAMVA Bulletin*, p.10-11, Nov. 1957; p.6-8, Dec. 1957.

(Third and fourth in a series based on book, Driver Improvement Through Licensing Procedures.)

Kentucky Point System Upheld by Court of Appeals Decision. *Traffic News and Views*, p.1-2, September, 1957.

(Legality of the point system and the drivers rated right to a driver's license.)

Economics

Residences and Freeways. John F. Kelley. *Traffic Engineering*, p.15-22+, Feb. 1958.

(Economic effect of expressways in residential land values in California.)

Enforcement

New York Police Stiffen Attack on Traffic Deaths and Injuries. Stephen P. Kennedy. *Police*, p.45-48, Jan.-Feb. 1958.

Engineers

Visual Aids for Traffic Engineering. *MSU Center Letter*, p.8, Feb. 1958.

(Description of material for short courses in traffic engineering.)

Highways

A Mechanical Method for Assigning Traffic to Expressways. E. Wilson Campbell. *Traffic Engineering*, p.9-14+, Feb. 1958.

(A technique for testing proposed routes and possible overloads and light loads for planning expressways.)

Intersections

A Traffic Rotary Gets a New Lease on Life. Roe P. Hendrick. *Traffic Engineering*, p.23-25, Feb. 1958.

(How Boston redesigned and signalized Leverett Circle for traffic of cars and pedestrians.)

Police

Kemper Announces Traffic Training Grants. *Traffic Digest & Review,* p.8-9, Feb. 1958.

(Information and qualifications for fellowships and scholarships in 1958-59 Traffic Police Administration Training Program at the Traffic Institute, Northwestern University.)

London's Metropolitan Police, Organization and Duties in Relation to Traffic and Transport. D. E. Webb. *International Road Safety and Traffic Review,* p.33-45.

Methods of Simplifying the Administrative Side of Traffic Police Duties, Especially the Procedure for Dealing with Traffic Accidents. H. Ebeling. *International Road Safety and Traffic Review,* p.21-24+, August, 1957.

(Mostly about Hamburg, Germany.)

Police Handling of Traffic Accidents. A. Ramseyer. *International Road Safety and Traffic Review,* p.15-18, August, 1957.

(Accident investigation and study of accidents to view of better traffic planning in Basal, Switzerland.)

Stopping and Approaching the Traffic Violator. *Traffic Digest & Review,* p.21-29, Feb. 1958.

(First in a number of basic training manuals in traffic law enforcement.)

Traffic Education and the Police. J. Aussel. *International Road Safety and Traffic Review,* p.46-48, August, 1957.

(Work with children, schools, teachers, plants.)

Traffic Police and Traffic Engineering. Wolfgang Von Stein. *International Road Safety and Traffic Review,* p.9-14, August, 1957.

(A review of police activities in traffic engineering.)

Traffic Police and Traffic Safety Propaganda—Possibilities and Methods. E. Groes-Petersen. p.25-32, August, 1957.

(Campaign against traffic accidents in Copenhagen. Enforcement, cooperation with press and other groups, education, accident statistics, police department chart.)

Public Relations

The Role of Public Relations in the Over-All Planning of the Highway System. W. A. Bugge. *Highway Research Abstracts,* p.34-40, Feb. 1958.

Signs and Signals

An Up-to-Date Traffic-Signing Program is Worth Cost. Joe Garcia, Jr. *Better Roads,* p.31-32+, Feb. 1958.

Speed

Progress Reported in Judicial Recognition of Speed Check Devices—Part 2. Robert L. Donigan. *Traffic Digest & Review,* p.12-19, Feb. 1958.

Traffic

Important Traffic Policies. *Traffic Digest & Review,* p.4-5, February, 1958.

(IACP resolution passed at annual meeting.)

Transportation

The Expanding Role of Traffic Operations in Cities and States. D. Grant Mickle. *Traffic Engineering,* p.26-27+, Feb. 1958.

(Organization and Administration in Street Transportation Management.)

Book Review

Let's Drive Right, by Maxwell Halsey. Publisher: Scott, Foresman & Company, 433 E. Erie St., Chicago, Illinois. 320 pp. Copyright, 1958. Price: $3.00 less 25% discount to Educators.

Driver Education Teachers, their students and others just learning to drive will find the new "Let's Drive Right" textbook a well organized and compact tool to guide them in teaching this important subject as well as mastering the art of safe driving.

Of special importance to teachers and students alike is the stress on correct driving attitudes. This area is expertly combined with knowledge and skill throughout the book.

With attractive illustrations, current information and handy size this book merits consideration for use of beginning drivers.

The Nighttime Accident Problem, 108 pages, 1957, by Phil Hirsch. Pageant Press, Inc., New York.

The author has done a fine job in assembling authentic material and presenting it in a way that readers, including laymen can understand. The reader should be able to realize one of the basic reasons for the high prevalance and severity of nighttime accidents is simply that he cannot see as well in the dark.

A good down-to-earth presentation with practical suggestions and conclusions as to how to alleviate the problem.

—Daniel G. Reynolds

Addresses of Magazines Mentioned

AAMVA Bulletin, American Association of Motor Vehicle Administrators, 912 Barr Bldg., Washington 6, D. C.

Best's Insurance News—Fire and Casualty, Alfred M. Best Co., 75 Fulton St., New York 38, N. Y.

Better Roads, A. Perrin, 173 W. Madison St., Chicago 2, Ill.

Commercial Car Journal, Chilton Company, Chestnut and 56th St., Philadelphia, Pa.

Highway Research Abstracts, Highway Research Board, 2101 Constitution Ave., Washington 25, D. C.

International Road Safety and Traffic Review, World Touring and Automobile Organization, 32 Chesham Place, London, S.W.1, England

MSU Center Letter, Highway Traffic Safety Center, Michigan State University, East Lansing, Mich.

Police, Charles C. Thomas Publisher, Springfield, Ill.

Popular Government, Institute of Government, University of North Carolina, Chapel Hill, N. C.

Traffic Digest & Review, Traffic Institute, Northwestern University, 1804 Hinman Ave., Evanston, Ill.

Traffic News and Views, Association of Casualty and Surety Companies, 60 John St., New York 38, N.Y.

Drugs and Driving

MENACE ON THE ROADWAY

From Page 30

A 20-year-old Chicago girl, hospitalized after reducing 64 pounds, admitted she had taken amphetamine—which she bought without a doctor's prescription.

The U. S. Food and Drug Administration is constantly on the alert for just such reports of illegal sales. It maintains district offices in Chicago, Washington, D. C., and 15 other major cities where illegal sales of drugs can be reported.

What is the lure of amphetamine and why are officials so concerned? The American Medical Association, which condemns use of amphetamine to alleviate sleepiness and fatigue, states:

"The dangers (of amphetamine) lie in the elimination of the warning signal of fatigue in individuals who are overdoing, the possibility of habit formation on continued use, and undesirable circulatory effects."

The AMA advises against using the drug "for developing a sense of exhiliration, increased energy and capacity for work, or a pick-me-up following temporary alcoholic overindulgence."

One medical man said the drug, if taken as prescribed, is no more harmful than alcohol.

But another physician says normally sweet wives have become "dish-throwing witches" after taking the drug for weight-reducing purposes.

For the most part, physicians are critical of amphetamine.

Dr. Joseph M. Hayman, Jr., dean and professor of medicine at Tufts College Medical School, Boston, says prolonged use of the drug may bring about psychotic symptoms.

Dr. Eugene P. Owen, president of the Northwest Association of Occupational Physicians, Portland, Ore., says accidents from use of amphetamine are "assuming serious proportions."

In addition to the free-wheeling feeling it gives, amphetamine sometimes causes hallucinations, which can result in serious traffic accidents.

One motorist saw a huge office building loom up in the road ahead of him—or so he thought. Other motorists and truck drivers, after taking amphetamine, have reported seeing spiders crawling across their windshields.

The medical world apparently agrees that the use of amphetamine, except under the close supervision of a physician, can be physically and socially harmful. It is the latter effect that is of special concern to safety authorities, because highway behavior is a matter of life and death to the innocent as well as the guilty.

Amphetamine, or related drugs, can be even more dangerous than mixing alcohol and gasoline. Some people know when they have had too much to drink. But amphetamine gives no such warning.

From Page 27

Governor's Tell How States Slashed Toll

departments of local schools and organizations, and driver education programs.

Gov. James T. Blair, Jr. of Missouri, praising his troopers, said, "Our safety officers in the patrol made 1,955 talks to schools, civic clubs and church groups on traffic safety with a total attendance of 203,150 people. We believe that this extended program of reaching the eyes and ears of the driving public must be given its share of recognition for the good traffic safety record of Missouri." Missouri's death toll dropped 11 per cent in 1957.

Enforcement and education must have the cooperation of all media. Fourteen states recognized this need and as a result the public was constantly informed about accident prevention programs. Interest mounted and the programs received more widespread support. In the telegrams and letters, 12 governors attributed much of their states' success to "excellent public acceptance."

Idaho's governor, Robert E. Smylie, wrote: "The people of Idaho are proud that our state was one of those leading the way in 1957 toward one of the most encouraging traffic safety records that America has ever enjoyed on the highways . . . without the aid of an aroused citizenry, we would have been unable to achieve any kind of record." Idaho's death rate dropped 18 per cent—second best record in the country. Montana was first with a 21 per cent cut.

More than half of the governors applauded their state safety organizations for "effective action resulting in lower death rates." Civic and church organizations were praised, plus teenage conferences, a traffic safety foundation and women's clubs.

Police found courts willing to cooperate in reducing the death toll. Consequently, four states strengthened their violators' penalties, making them uniform over the state, emphasizing repeaters' penalties, and driver education through adult driver clinics and driver improvement schools.

Goodwin J. Knight, governor of California, also praised his legislature. "Of special significance is the display of personal interest by members of the legislature in considering adequate and sane laws practical in their execution and designed to control and guide driver behavior."

About one-third of the governors felt traffic engineering aided in reducing the highway slaughter. Kansas officials reported a five year study which resulted in correcting curves, increasing the size of traffic signs and relocating them, and re-signing railroad crossings.

California's traffic engineers accelerated highway construction and placed greater emphasis on street and highway planning. However, both states primarily praised police activities and public education for reducing the death toll.

The states each emphasized different phases of their accident prevention programs. However, practically all felt the results were achieved by progress through the years with a well-rounded, continuing, coordinated program. As Gov. Luther H. Hodges of North Carolina put it:

"The 1957 reduction was a continuation of a downward trend rather than a new development, and we attribute this trend to the sustained and well-rounded safety program we have underway in North Carolina."

Latest Traffic Accident Data

the TRAFFIC RECORD

From Page 4

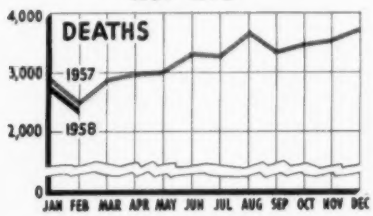
For the two months 409 cities had perfect records. The three largest were Syracuse, N. Y. (214,300); Hartford, Conn. (188,800), and Bridgeport, Conn. (174,200).

The three leading cities in each population group at the end of February, ranked according to the number of deaths per 10,000 registered vehicles, were:

	Reg. Rate	Reg. Rate
Group I (Over 1,000,000)		
Detroit, Mich.	1.9	6.6
Chicago, Ill.	2.4	6.6
Philadelphia, Pa.	2.6	6.3
Group II (750,000 to 1,000,000)		
Washington, D. C.	1.4	3.5
St. Louis, Mo.	2.4	8.4
San Francisco, Calif.	2.7	10.1
Group III (500,000 to 750,000)		
Minneapolis, Minn.	1.4	5.8
Milwaukee, Wis.	1.7	5.9
Cincinnati, Ohio	2.1	7.7
Group IV (350,000 to 500,000)		
Denver, Colo.	1.4	6.3
Portland, Ore.	1.4	7.3
Oakland, Calif.	1.6	6.2
Group V (200,000 to 350,000)		
Syracuse, N. Y.	0.0	0.0
Wichita, Kans.	0.4	2.7
Dayton, Ohio	0.8	4.6
Group VI (100,000 to 200,000)		
Fresno, Calif.	0.0	0.0
Kansas City, Kans.	0.0	0.0
Rockford, Ill.	0.0	0.0
Group VII (50,000 to 100,000)		
Orlando, Fla.	0.0	0.0
Raleigh, N. C.	0.0	0.0
Beaumont, Texas	0.0	0.0
Group VIII (25,000 to 50,000)		
Las Vegas, Nev.	0.0	0.0
Muskegon, Mich.	0.0	0.0
Boise, Idaho	0.0	0.0
Group IX (10,000 to 25,000)		
Kingsport, Tenn.	0.0	0.0
Medford, Ore.	0.0	0.0
Napa, Calif.	0.0	0.0

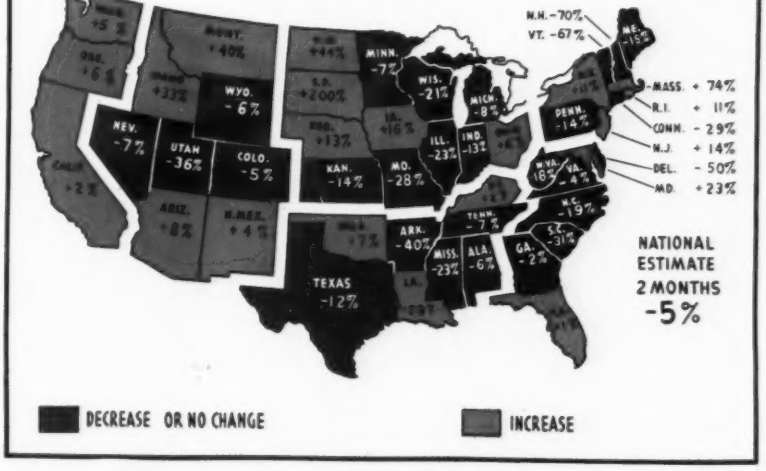
Mileage figures for 1958 are not yet available

MONTHLY MOTOR VEHICLE DEATHS 1957–1958



● **STATE and city death records listed on these pages are reported to the Council by state and city agencies participating in the Council's accident reporting project. Reporting deadline for cities—the 23rd, for states—the 25th, of the following month.**

CHANGES IN MOTOR-VEHICLE DEATHS
FIRST 2 MONTHS, 1957 TO 1958



MOTOR VEHICLE DEATHS AND DEATH RATES
1956, 1957 and 1958

Month	1956	1957	1958	1956-58 Change	1957-58 Change
January	2,954	2,870	2,730	— 8%	—5%
February	2,652	2,470	2,350	—11%	—5%
Two Months	5,606	5,340	5,080	— 9%	—5%
March	2,940	2,880			
April	2,970	2,970			
May	3,094	3,000			
June	3,338	3,340			
July	3,555	3,240			
August	3,535	3,680			
September	3,653	3,330			
October	3,476	3,480			
November	3,603	3,530			
December	3,858	3,710			
Total	39,628	38,500			

All 1956 figures are from the National Office of Vital Statistics.

All other figures are National Safety Council estimates. The 1958 national estimate is arrived at by assuming that the percentage change from 1957 to 1958 in the states reporting for both years reflects the 1957-1958 change in the entire country. First reports are preliminary, so revisions are made from time to time as later reports are received for the various months. Thus, figures above for 1958 may differ slightly from figures for the same months which will be published in future issues of TRAFFIC SAFETY.

TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or work premises) are not included; nor are deaths in the city from accidents occurring outside.

Rankings are based on the 1958 registration death rate which is the number of deaths per 10,000 registered motor vehicles on an annual basis. Vehicle registration figures are for the year 1957 and were supplied by R. L. Polk & Company.

Cities are ranked by death rates—from low to high. When two or more cities have exactly the same rate, ranking is by total vehicle registrations—from large to small.

Cities shown in heavy type have improved in 1958 compared with 1957.

The population death rate is the number of deaths per 100,000 population on an annual basis. Populations are as of April, 1950, or later censuses taken by the U. S. Bureau of the Census.

	Two Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
ALL REPORTING CITIES				2.1	8.5
Group I (1,000,000 and over)					
1. Detroit, Mich.	21	28	44	1.9	6.6
2. Chicago, Ill.	41	46	57	2.4	6.6
3. Philadelphia, Pa.	22	33	45	2.6	6.3
4. Los Angeles, Calif.	59	77	62	3.1	15.8
All cities in this group				3.3	8.8
5. Baltimore, Md.	21	11	19	4.1	12.2
6. New York, N. Y.	112	85	108	4.9	8.6
Group II (750,000 to 1,000,000)					
1. Washington, D. C.	5	13	15	1.4	3.5
2. St. Louis, Mo.	12	12	24	2.4	8.4
All cities in this group				2.6	8.3
3. San Francisco, Calif.	13	18	12	2.7	10.1
4. Cleveland, Ohio	18	12	19	3.5	11.2
Group III (500,000 to 750,000)					
1. Minneapolis, Minn.	5	8	3	1.4	5.8
2. Milwaukee, Wis.	7	13	15	1.7	5.9
3. Cincinnati, Ohio	7	13	6	2.1	7.7
4. Dallas, Texas	13	14	2	2.8	15.4
All cities in this group				2.8	11.0
5. Seattle, Wash.	13	5	11	2.9	13.6
6. New Orleans, La.	9	19	14	3.1	9.0
7. Houston, Texas	19	18	16	3.1	16.0
8. Buffalo, N. Y.	13	6	6	4.1	15.0
9. Pittsburgh, Pa.	15	5	12	4.5	13.3
Group IV (350,000 to 500,000)					
1. Denver, Colo.	5	3	5	1.4	6.3
2. Portland, Ore.	5	7	14	1.4	7.3
3. Oakland, Calif.	4	10	8	1.6	6.2
4. Kansas City, Mo.	5	10	5	1.9	6.6
5. Memphis, Tenn.	5	6	7	2.1	6.1
6. San Antonio, Texas	9	9	9	2.7	11.9
All cities in this group				2.7	10.7
7. Louisville, Ky.	9	6	9	3.3	13.7
8. Birmingham, Ala.	7	8	9	3.5	11.7
9. Atlanta, Ga.	11	16	14	3.7	13.4
10. Columbus, Ohio	12	6	7	4.0	16.7
11. San Diego, Calif.	14	8	9	4.8	17.0
Group V (200,000 to 350,000)					
1. Syracuse, N. Y.	0	0	2	0.0	0.0
2. Wichita, Kans.	1	2	2	0.4	2.7
3. Dayton, Ohio	2	4	4	0.8	4.6
4. Long Beach, Calif.	2	14	4	0.9	3.6
5. Omaha, Neb.	2	2	2	1.1	4.3
6. Flint, Mich.	2	3	0	1.1	5.9
7. Toledo, Ohio	3	3	5	1.2	5.9
8. Oklahoma City, Okla.	4	2	3	1.6	8.4
9. Rochester, N. Y.	4	5	3	1.7	6.9
10. Akron, Ohio	4	9	6	1.9	7.8
11. Providence, R. I.	3	3	1	2.0	7.2
All cities in this group				2.0	9.1
12. Richmond, Va.	4	2	7	2.2	10.1
13. Fort Worth, Texas	7	6	11	2.5	12.7
14. Miami, Fla.	10	4	1	2.6	23.2
15. Norfolk, Va.	4	0	1	2.7	8.0
16. St. Paul, Minn.	7	3	6	2.9	13.4
17. Tampa, Fla.	6	2	3	3.0	13.3
18. Worcester, Mass.	4	1	1	4.1	11.8
19. Jacksonville, Fla.	6	3	2	4.3	14.4
20. El Paso, Texas	7	2	9	5.9	16.8
Group VI (100,000 to 200,000)					
1. Fresno, Calif.	0	2	4	0.0	0.0
2. Kansas City, Kans.	0	3	0	0.0	0.0
3. Rockford, Ill.	0	4	0	0.0	0.0
4. Wilmington, Del.	0	2	1	0.0	0.0
5. Arlington, Va.	0	2	0	0.0	0.0
6. Bridgeport, Conn.	0	0	2	0.0	0.0
7. Peoria, Ill.	0	4	1	0.0	0.0
8. Hartford, Conn.	0	1	2	0.0	0.0
9. Saginaw, Mich.	0	7	4	0.0	0.0
10. Madison, Wis.	0	0	0	0.0	0.0
11. Lubbock, Texas	0	0	1	0.0	0.0
12. Allentown, Pa.	0	1	0	0.0	0.0
13. Utica, N. Y.	0	0	0	0.0	0.0
14. Spokane, Wash.	1	2	2	0.7	3.2
15. Shreveport, La.	1	1	3	0.8	3.8
16. Austin, Texas	1	0	2	0.9	3.7
17. Erie, Pa.	1	3	0	0.9	4.4
18. Canton, Ohio	1	3	3	0.9	4.7
19. South Bend, Ind.	1	1	2	0.9	4.6
20. Evansville, Ind.	1	3	1	1.0	3.6
21. Knoxville, Tenn.	1	1	1	1.0	4.8
22. Trenton, N. J.	1	1	3	1.1	4.7
23. New Haven, Conn.	1	2	2	1.2	3.6
24. Yonkers, N. Y.	1	2	2	1.2	3.4
25. Savannah, Ga.	1	1	3	1.2	4.6
26. Lincoln, Neb.	1	1	1	1.2	5.0
27. Amarillo, Texas	1	1	2	1.2	6.0
28. Reading, Pa.	1	1	0	1.4	5.3
29. Charlotte, N. C.	2	2	8	1.4	7.7
30. Youngstown, Ohio	2	3	4	1.5	6.8
31. Hammond, Ind.	1	4	0	1.6	5.5
32. Niagara Falls, N. Y.	1	0	1	1.6	5.9
33. Gary, Ind.	2	4	4	1.7	7.1
34. Waterbury, Conn.	1	0	0	1.8	5.3
35. Salt Lake City, Utah	3	0	3	1.8	9.4
All cities in this group				1.8	8.3
36. San Jose, Calif.	3	2	3	2.0	14.1
37. Grand Rapids, Mich.	4	5	9	2.1	12.3
38. Montgomery, Ala.	2	0	1	2.2	10.3
39. Phoenix, Ariz.	6	2	9	2.3	22.5
40. Fort Wayne, Ind.	3	1	3	2.3	12.4
41. Little Rock, Ark.	2	1	4	2.3	11.2
42. Albuquerque, N. M.	3	3	0	2.4	10.6
43. Sacramento, Calif.	4	1	3	2.5	15.3
44. Berkeley, Calif.	2	0	0	2.6	10.2
45. Des Moines, Iowa	4	4	1	2.7	13.1
46. Chattanooga, Tenn.	3	4	6	3.1	13.7
47. Tacoma, Wash.	4	5	3	3.2	15.2
48. Waco, Texas	3	3	3	4.0	17.8
49. Duluth, Minn.	3	2	1	4.2	17.0
50. Glendale, Calif.	4	5	3	4.4	20.6
51. Nashville, Tenn.	8	2	3	4.8	27.5
52. Elizabeth, N. J.	3	2	2	4.9	15.3
53. Corpus Christi, Texas	6	3	3	5.2	24.8
54. Baton Rouge, La.	6	3	2	5.3	25.1
55. Mobile, Ala.	6	3	5	5.6	20.7
Group VII (50,000 to 100,000)					
1. Orlando, Fla.	0	2	3	0.0	0.0
2. Raleigh, N. C.	0	1	0	0.0	0.0
3. Beaumont, Texas	0	0	0	0.0	0.0
4. Columbia, S. C.	0	3	2	0.0	0.0
5. Alexandria, Va.	0	2	1	0.0	0.0
6. Santa Ana, Calif.	0	0	1	0.0	0.0
7. Colorado Spgs., Colo.	0	0	1	0.0	0.0
8. Pueblo, Colo.	0	0	0	0.0	0.0
9. Macon, Ga.	0	0	0	0.0	0.0
10. Springfield, Mo.	0	0	0	0.0	0.0
11. Jackson, Mich.	0	1	1	0.0	0.0
12. Battle Creek, Mich.	0	0	0	0.0	0.0
13. Columbus, Ga.	0	0	1	0.0	0.0
14. Newton, Mass.	0	0	1	0.0	0.0
15. Lancaster, Pa.	0	2	0	0.0	0.0
16. Hayward, Calif.	0	0	0	0.0	0.0
17. Wichita Falls, Texas	0	2	3	0.0	0.0
18. Terre Haute, Ind.	0	0	3	0.0	0.0
19. Racine, Wis.	0	0	0	0.0	0.0
20. Davenport, Iowa	0	1	0	0.0	0.0
21. Santa Barbara, Calif.	0	0	1	0.0	0.0
22. Anderson, Ind.	0	0	1	0.0	0.0
23. Green Bay, Wis.	0	0	1	0.0	0.0
24. Augusta, Ga.	0	1	0	0.0	0.0
25. Evanston, Ill.	0	0	0	0.0	0.0
26. Santa Monica, Calif.	0	1	2	0.0	0.0
27. Bethlehem, Pa.	0	0	2	0.0	0.0
28. Portsmouth, Va.	0	0	1	0.0	0.0
29. Manchester, N. H.	0	0	2	0.0	0.0
30. Mt. Vernon, N. Y.	0	0	0	0.0	0.0
31. Asheville, N. C.	0	0	0	0.0	0.0
32. Bay City, Mich.	0	0	1	0.0	0.0
33. Sioux Falls, S. D.	0	0	0	0.0	0.0
34. Kenosha, Wis.	0	0	0	0.0	0.0
35. Pawtucket, R. I.	0	1	0	0.0	0.0
36. Richmond, Calif.	0	1	1	0.0	0.0
37. New Britain, Conn.	0	1	1	0.0	0.0
38. San Angelo, Texas	0	0	0	0.0	0.0
39. Lakewood, Ohio	0	0	1	0.0	0.0
40. Parma, Ohio	0	1	0	0.0	0.0
41. Fort Smith, Ark.	0	2	2	0.0	0.0
42. Elmira, N. Y.	0	0	0	0.0	0.0
43. Alameda, Calif.	0	0	1	0.0	0.0
44. Medford, Mass.	0	1	3	0.0	0.0
45. Dubuque, Iowa	0	1	0	0.0	0.0
46. West Allis, Wis.	0	0	2	0.0	0.0
47. Bloomfield, N. J.	0	1	1	0.0	0.0
48. Passaic, N. J.	0	1	0	0.0	0.0
49. W. Hartford, Conn.	0	0	1	0.0	0.0
50. Woonsocket, R. I.	0	1	0	0.0	0.0
51. Waltham, Mass.	0	0	1	0.0	0.0
52. Norwalk, Conn.	0	2	3	0.0	0.0
53. Pensacola, Fla.	1	0	0	1.2	11.8
54. Schenectady, N. Y.	1	2	1	1.3	6.5
55. Charleston, W. Va.	1	0	0	1.3	8.2
56. Tucson, Ariz.	2	4	2	1.4	17.1
57. Roanoke, Va.	1	0	1	1.4	6.3
58. Lexington, Ky.	1	0	0	1.5	8.9
59. Royal Oak, Mich.	1	1	0	1.5	8.5
60. Greenville, S. C.	1	1	1	1.5	9.2
61. Cedar Rapids, Iowa	1	2	1	1.6	7.6
All cities in this group				1.6	7.8
62. Binghamton, N. Y.	1	1	0	1.7	7.4
63. Hamilton, Ohio	1	0	2	1.7	8.5
64. Johnstown, Pa.	1	1	0	1.7	9.4
65. Durham, N. C.	1	1	0	1.8	8.4
66. Ogden, Utah	1	0	0	1.8	9.2
67. Fort Lauderdale, Fla.	2	2	2	1.8	19.1
68. Sioux City, Iowa	1	2	2	1.9	6.8
69. Abilene, Texas	1	0	0	1.9	9.9
70. Warren, Ohio	1	0	0	1.9	10.5
71. Reno, Nev.	1	1	0	1.9	11.5
72. Stockton, Calif.	2	2	1	1.9	15.7
73. St. Joseph, Mo.	1	1	3	2.1	7.6
74. Aurora, Ill.	1	2	0	2.1	10.6
75. San Mateo, Calif.	1	1	1	2.1	9.9
76. Lansing, Mich.	2	0	1	2.1	12.2
77. Pomona, Calif.	1	1	0	2.1	10.2
78. Lynn, Mass.	1	0	2	2.1	6.1
79. Lorain, Ohio	1	0	0	2.2	9.6
80. San Leandro, Calif.	1	1	0	2.2	9.4
81. Ann Arbor, Mich.	1	0	0	2.2	10.8
82. East Orange, N. J.	1	1	1	2.3	7.0
83. Winston-Salem, N. C.	2	0	0	2.3	13.2
84. Topeka, Kans.	2	0	0	2.3	14.5
85. Kalamazoo, Mich.	2	2	2	2.4	20.0
86. Covington, Ky.	1	1	1	2.5	9.3
87. Springfield, Ill.	2	1	0	2.5	14.5
88. New Rochelle, N. Y.	1	0	2	2.5	8.3
89. Burbank, Calif.	2	1	1	2.5	13.2
90. Oak Park, Ill.	1	0	1	2.6	9.8
91. Council Bluffs, Iowa	1	0	1	2.8	11.3
92. Euclid, Ohio	1	0	2	3.0	10.5
93. Springfield, Ohio	2	0	1	3.0	14.0
94. Pittsfield, Mass.	1	0	1	3.1	10.8
95. Joliet, Ill.	2	1	0	3.1	19.8
96. Tuscaloosa, Ala.	1	0	1	3.1	10.6
97. W. Palm Beach, Fla.	2	1	2	3.3	23.5
98. Lwr. Merion Twp., Pa.	1	0	0	3.3	10.4
99. Pontiac, Mich.	3	0	0	3.3	22.3
100. Brookline, Mass.	1	0	1	3.4	10.5
101. Muncie, Ind.	2	0	3	3.4	18.4
102. Compton, Calif.	2	1	2	3.4	18.8
103. San Bernardino, Calif.	3	2	2	3.5	21.7
104. Meriden, Conn.	1	0	3	3.5	10.3
105. Lake Charles, La.	2	0	1	3.7	21.4
106. Greensboro, N. C.	3	1	2	3.8	22.1
107. Gadsden, Ala.	1	2	0	3.9	9.3
108. Stamford, Conn.	2	0	1	4.0	13.6
109. Charleston, S. C.	2	1	3	6.0	17.1
110. Wilkes-Barre, Pa.	3	1	0	6.4	23.4
111. East Chicago, Ind.	2	1	1	7.0	20.9
112. Decatur, Ill.	5	2	1	7.1	40.0
113. Wheeling, W. Va.	3	1	2	7.7	30.6
114. Waterloo, Iowa	4	1	3	7.8	34.3
115. Brockton, Mass.	3	0	0	8.1	28.7
116. Atlantic City, N. J.	2	0	1	9.6	19.4
117. Hampton, Va.	4	0	4	9.8	31.5

	Two Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
Group VIII (25,000 to 50,000)					
1. Las Vegas, Nev.	0	0	0	0.0	0.0
2. Muskegon, Mich.	0	0	1	0.0	0.0
3. Boise, Idaho	0	0	0	0.0	0.0
4. Odessa, Texas	0	0	1	0.0	0.0
5. Yakima, Wash.	0	0	0	0.0	0.0
6. Birmingham, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
7. Palo Alto, Calif.	**0**	**1**	**1**	**0.0**	**0.0**
8. Billings, Mont.	0	0	0	0.0	0.0
9. Tyler, Texas	0	0	0	0.0	0.0
10. White Plains, N. Y.	**0**	**1**	**0**	**0.0**	**0.0**
11. Vancouver, Wash.	**0**	**2**	**1**	**0.0**	**0.0**
12. Elkhart, Ind.	0	0	0	0.0	0.0
13. Poughkeepsie, N. Y.	0	0	0	0.0	0.0
14. Kettering, Ohio	**0**	**2**	**0**	**0.0**	**0.0**
15. Tallahassee, Fla.	0	0	0	0.0	0.0
16. Lafayette, Ind.	0	0	0	0.0	0.0
17. Everett, Wash.	0	0	1	0.0	0.0
18. Kokomo, Ind.	0	0	1	0.0	0.0
19. Cheyenne, Wyo.	0	0	0	0.0	0.0
20. Elgin, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
21. Casper, Wyo.	0	0	0	0.0	0.0
22. Easton, Pa.	**0**	**1**	**1**	**0.0**	**0.0**
23. Hutchinson, Kans.	0	0	0	0.0	0.0
24. Elyria, Ohio	0	0	0	0.0	0.0
25. East Detroit, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
26. Wilmington, N. C.	**0**	**2**	**1**	**0.0**	**0.0**
27. Vallejo, Calif.	**0**	**1**	**0**	**0.0**	**0.0**
28. Plainfield, N. J.	0	0	0	0.0	0.0
29. Appleton, Wis.	0	0	0	0.0	0.0
30. Mt. Clemens, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
31. Zanesville, Ohio	0	0	0	0.0	0.0
32. Rock Island, Ill.	0	0	0	0.0	0.0
33. Pasadena, Texas	0	0	0	0.0	0.0
34. La Crosse, Wis.	0	0	0	0.0	0.0
35. Culver City, Calif.	0	0	0	0.0	0.0
36. Hagerstown, Md.	0	0	1	0.0	0.0
37. Wauwatosa, Wis.	**0**	**1**	**1**	**0.0**	**0.0**
38. Salina, Kans.	0	0	0	0.0	0.0
39. Parkersburg, W. Va.	0	0	1	0.0	0.0
40. Rome, Ga.	0	0	1	0.0	0.0
41. Cuyahoga Falls, Ohio	0	0	0	0.0	0.0
42. Enid, Okla.	0	0	0	0.0	0.0
43. Newburgh, N. Y.	0	0	0	0.0	0.0
44. Sheboygan, Wis.	0	0	1	0.0	0.0
45. Marion, Ohio	0	0	0	0.0	0.0
46. Bloomington, Ind.	0	0	0	0.0	0.0
47. Danville, Va.	**0**	**2**	**0**	**0.0**	**0.0**
48. Champaign, Ill.	0	0	1	0.0	0.0
49. Burlington, N. C.	0	0	0	0.0	0.0
50. Lawton, Okla.	**0**	**2**	**1**	**0.0**	**0.0**
51. E. Cleveland, Ohio	0	0	0	0.0	0.0
52. Beloit, Wis.	**0**	**2**	**0**	**0.0**	**0.0**
53. Chicopee, Mass.	0	0	2	0.0	0.0
54. Eau Claire, Wis.	0	0	0	0.0	0.0
55. Alton, Ill.	**0**	**2**	**0**	**0.0**	**0.0**
56. Portsmouth, Ohio	0	0	1	0.0	0.0
57. Arlington, Mass.	0	0	0	0.0	0.0
58. Gainesville, Fla.	0	0	0	0.0	0.0
59. Ferndale, Mich.	0	0	0	0.0	0.0
60. Mishawaka, Ind.	**0**	**3**	**0**	**0.0**	**0.0**
61. Wausau, Wis.	0	0	1	0.0	0.0
62. Roseville, Mich.	**0**	**4**	**0**	**0.0**	**0.0**
63. Sandusky, Ohio	0	0	0	0.0	0.0
64. Stratford, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
65. Granite City, Ill.	0	0	2	0.0	0.0
66. Galesburg, Ill.	0	0	0	0.0	0.0
67. Greenwich, Conn.	**0**	**1**	**1**	**0.0**	**0.0**
68. Michigan City, Ind.	**0**	**2**	**0**	**0.0**	**0.0**
69. Danbury, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
70. Steubenville, Ohio	0	0	1	0.0	0.0
71. Bloomington, Ill.	**0**	**3**	**0**	**0.0**	**0.0**
72. Rome, N. Y.	0	0	0	0.0	0.0
73. Manchester, Conn.	**0**	**3**	**1**	**0.0**	**0.0**
74. Jackson, Tenn.	0	0	0	0.0	0.0
75. Hamden, Conn.	0	0	0	0.0	0.0
76. Muskogee, Okla.	0	0	0	0.0	0.0
77. Findlay, Ohio	**0**	**1**	**1**	**0.0**	**0.0**
78. Kensington, N. Y.	0	0	0	0.0	0.0
79. West Haven, Conn.	0	0	0	0.0	0.0
80. Monrovia, Calif.	**0**	**2**	**1**	**0.0**	**0.0**
81. Norwich, Conn.	0	0	0	0.0	0.0
82. Manhattan Beach, Calif.	0	0	1	0.0	0.0
83. Chicago Heights, Ill.	0	0	1	0.0	0.0
84. Fitchburg, Mass.	0	0	0	0.0	0.0
85. Mason City, Iowa	0	0	0	0.0	0.0
86. Manitowoc, Wis.	0	0	0	0.0	0.0
87. New Kensington, Pa.	0	0	0	0.0	0.0
88. St. Cloud, Minn.	0	0	0	0.0	0.0
89. Rock Hill, S. C.	0	0	1	0.0	0.0
90. Kearny, N. J.	0	0	1	0.0	0.0
91. St. Louis Pk., Minn.	0	0	0	0.0	0.0
92. Torrington, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
93. National City, Calif.	0	0	0	0.0	0.0
94. Provo, Utah	0	0	0	0.0	0.0
95. Bangor, Me.	0	0	1	0.0	0.0
96. Greenville, Miss.	0	0	0	0.0	0.0
97. Milford, Conn.	0	0	0	0.0	0.0
98. Redlands, Calif.	**0**	**1**	**0**	**0.0**	**0.0**
99. Freeport, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
100. New London, Conn.	0	0	0	0.0	0.0
101. Burlington, Vt.	0	0	0	0.0	0.0
102. Minot, N. D.	0	0	0	0.0	0.0
103. Superior, Wis.	**0**	**1**	**1**	**0.0**	**0.0**
104. Temple, Texas	**0**	**2**	**1**	**0.0**	**0.0**
105. Bristol, Conn.	0	0	0	0.0	0.0
106. Webster Groves, Mo.	0	0	0	0.0	0.0
107. Richland, Wash.	0	0	0	0.0	0.0
108. Grand Forks, N. D.	0	0	0	0.0	0.0
109. Concord, N. H.	0	0	1	0.0	0.0
110. Middletown, Conn.	0	0	0	0.0	0.0
111. Denton, Texas	0	0	1	0.0	0.0
112. Urbana, Ill.	0	0	0	0.0	0.0
113. Selma, Ala.	0	0	0	0.0	0.0
114. Winona, Minn.	0	0	2	0.0	0.0
115. Annapolis, Md.	0	0	0	0.0	0.0
116. Belmont, Mass.	0	0	1	0.0	0.0
117. Park Forest, Ill.	0	0	0	0.0	0.0
All cities in this group				1.4	7.0
118. Mansfield, Ohio	1	0	1	1.9	13.8
119. Wyandotte, Mich.	**1**	**2**	**0**	**2.2**	**12.8**
120. High Point, N. C.	1	0	0	2.3	13.6
121. St. Clair Shores, Mich.	1	0	2	2.4	12.5
122. Waukegan, Ill.	1	0	1	2.5	12.5
123. Great Falls, Mont.	1	0	1	2.7	12.9
124. Beverly Hills, Calif.	1	0	1	2.8	19.7
125. Middletown, Ohio	**1**	**3**	**0**	**2.9**	**17.4**
126. Owensboro, Ky.	1	0	0	3.0	15.4
127. Lynchburg, Va.	1	0	0	3.1	12.6
128. Highland Pk., Mich.	1	0	2	3.1	12.9
129. Moline, Ill.	**1**	**2**	**0**	**3.1**	**15.8**
130. Ventura, Calif.	1	0	0	3.1	23.2
131. University City, Mo.	1	0	0	3.2	12.5
132. Richmond, Ind.	1	0	0	3.2	15.2
133. Aurora, Colo.	1	0	0	3.2	24.0
134. Bellingham, Wash.	1	0	1	3.2	16.3
135. Oshkosh, Wis.	1	0	1	3.3	13.7
136. Livonia, Mich.	**1**	**3**	**2**	**3.3**	**15.4**
137. Coral Gables, Fla.	1	1	3	3.3	20.5
138. Rapid City, S. D.	1	0	0	3.3	15.0
139. Rochester, Minn.	1	0	0	3.4	19.2
140. Hamtramck, Mich.	1	1	1	3.4	13.1
141. Fargo, N. D.	1	0	0	3.4	14.6
142. Oxnard, Calif.	1	1	0	3.5	20.8
143. East Hartford, Conn.	1	1	0	3.6	15.5
144. Elmhurst, Ill.	1	0	0	3.7	17.3
145. Maywood, Ill.	1	0	1	3.8	20.7
146. Vineland, N. J.	1	0	5	3.9	18.2
147. Janesville, Wis.	1	0	0	3.9	18.8
148. Linden, N. J.	**1**	**2**	**1**	**4.0**	**16.4**
149. Newport News, Va.	1	1	0	4.0	12.3
150. Westfield, N. J.	1	0	0	4.1	23.2
151. West Orange, N. J.	1	1	1	4.2	17.5
152. Burlington, Iowa	1	1	1	4.2	19.6
153. Walla Walla, Wash.	1	0	0	4.3	23.5
154. Lockport, N. Y.	1	0	0	4.4	22.1
155. Fair Lawn, N. J.	1	0	0	4.4	21.8
156. Watertown, N. Y.	1	0	0	4.4	16.9
157. Midland, Texas	2	1	1	4.5	32.9
158. West Covina, Calif.	**1**	**2**	**1**	**4.5**	**14.7**
159. Hazel Park, Mich.	1	0	0	4.5	22.6
160. Petersburg, Va.	1	0	0	4.6	16.4
161. Hackensack, N. J.	1	0	1	4.6	18.7
162. Fairfield, Conn.	1	0	0	4.7	19.7
163. Teaneck, N. J.	1	0	0	4.8	15.7
164. Modesto, Calif.	3	0	1	4.8	53.3
165. Florence, S. C.	**1**	**2**	**0**	**4.8**	**21.1**
166. Rahway, N. J.	1	0	1	4.9	22.3
167. Shaker Heights, Ohio	1	0	0	4.9	17.3
168. Montclair, N. J.	1	0	0	4.9	13.4
169. Sumter, S. C.	1	0	0	5.1	23.8
170. Clearwater, Fla.	2	0	2	5.2	41.2
171. Oak Ridge, Tenn.	1	0	1	5.7	21.0
172. Newark, Ohio	2	0	0	5.9	31.1
173. Quincy, Ill.	2	0	2	6.0	28.3
174. Lincoln Park, Mich.	2	0	0	6.8	27.0
175. Daytona Beach, Fla.	2	1	1	7.1	33.1
176. Warwick, R. I.	3	0	1	9.9	41.9
177. Revere, Mass.	2	2	2	11.7	30.3
178. Pocatello, Idaho	5	0	1	17.3	110.7
Group IX (10,000 to 25,000)					
1. Kingsport, Tenn.	0	0	0	0.0	0.0
2. Medford, Ore.	0	0	0	0.0	0.0
3. Napa, Calif.	**0**	**3**	**1**	**0.0**	**0.0**
4. Benton Harbor, Mich.	0	0	0	0.0	0.0
5. Butler, Pa.	0	0	0	0.0	0.0
6. South Euclid, Ohio	0	0	0	0.0	0.0
7. Klamath Falls, Ore.	0	0	0	0.0	0.0
8. Ypsilanti, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
9. Holland, Mich.	0	0	0	0.0	0.0
10. Boulder, Colo.	0	0	0	0.0	0.0
11. Fort Myers, Fla.	0	0	0	0.0	0.0
12. Greeley, Colo.	0	0	0	0.0	0.0
13. Lake Worth, Fla.	**0**	**3**	**0**	**0.0**	**0.0**
14. Monroe, Mich.	0	0	0	0.0	0.0
15. Greensburg, Pa.	0	0	0	0.0	0.0
16. Homewood, Ala.	0	0	0	0.0	0.0
17. Waukesha, Wis.	0	0	2	0.0	0.0
18. Yuma, Ariz.	0	0	0	0.0	0.0
19. Austin, Minn.	0	0	0	0.0	0.0
20. Big Spring, Texas	0	0	0	0.0	0.0
21. Shorewood, Wis.	0	0	0	0.0	0.0
22. Ponca City, Okla.	0	0	0	0.0	0.0
23. Longview, Wash.	0	0	0	0.0	0.0
24. Niles, Mich.	0	0	0	0.0	0.0
25. Pampa, Texas	**0**	**1**	**0**	**0.0**	**0.0**
26. Bell, Calif.	0	0	1	0.0	0.0
27. Uniontown, Pa.	0	0	0	0.0	0.0
28. Statesville, N. C.	0	0	0	0.0	0.0
29. Lawrence, Kans.	0	0	0	0.0	0.0
30. La Porte, Ind.	**0**	**1**	**0**	**0.0**	**0.0**
31. Kinston, N. C.	0	0	0	0.0	0.0
32. Morristown, N. J.	0	0	0	0.0	0.0
33. Lufkin, Texas	0	0	0	0.0	0.0
34. Sherman, Texas	0	0	0	0.0	0.0
35. Orange, Calif.	0	0	0	0.0	0.0
36. Fremont, Ohio	0	0	2	0.0	0.0
37. Kenmore, N. Y.	0	0	0	0.0	0.0
38. Bloomington, Minn.	0	0	0	0.0	0.0
39. Ocala, Fla.	0	0	0	0.0	0.0
40. La Grange, Ill.	0	0	0	0.0	0.0
41. Carlsbad, N. M.	**0**	**2**	**1**	**0.0**	**0.0**
42. Floral Park, N. Y.	0	0	0	0.0	0.0
43. Wooster, Ohio	0	0	0	0.0	0.0
44. Great Bend, Kans.	0	0	0	0.0	0.0
45. Plainview, Texas	0	0	0	0.0	0.0
46. Bismarck, N. D.	0	0	0	0.0	0.0
47. Helena, Mont.	0	0	0	0.0	0.0
48. Meadville, Pa.	0	0	0	0.0	0.0
49. Traverse City, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
50. Borger, Texas	0	0	0	0.0	0.0
51. Manhattan, Kans.	0	0	0	0.0	0.0
52. Tiffin, Ohio	0	0	0	0.0	0.0
53. Port Chester, N. Y.	0	0	0	0.0	0.0
54. Frederick, Md.	0	0	0	0.0	0.0
55. Westport, Conn.	0	0	1	0.0	0.0
56. Owosso, Mich.	0	0	0	0.0	0.0
57. Goshen, Ind.	0	0	0	0.0	0.0
58. Edina, Minn.	**0**	**1**	**0**	**0.0**	**0.0**
59. Huntington, Ind.	0	0	1	0.0	0.0
60. Jeffersonville, Ind.	0	0	0	0.0	0.0
61. Sedalia, Mo.	0	0	0	0.0	0.0
62. Hibbing, Minn.	0	0	0	0.0	0.0
63. Peru, Ind.	0	0	0	0.0	0.0
64. Denison, Texas	**0**	**1**	**0**	**0.0**	**0.0**
65. East Haven, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
66. Hanford, Calif.	0	0	0	0.0	0.0
67. Ottawa, Ill.	0	0	0	0.0	0.0
68. No. Platte, Neb.	0	0	0	0.0	0.0
69. Bristol, Pa.	0	0	0	0.0	0.0
70. Ashland, Ohio	0	0	1	0.0	0.0
71. Corvallis, Ore.	0	0	3	0.0	0.0
72. Valparaiso, Ind.	0	0	0	0.0	0.0
73. Caldwell, Idaho	0	0	0	0.0	0.0
74. Griffin, Ga.	0	0	0	0.0	0.0
75. Pittsburg, Kans.	0	0	0	0.0	0.0
76. Coffeyville, Kans.	0	0	0	0.0	0.0
77. Frankfort, Ind.	0	0	0	0.0	0.0
78. Marietta, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
79. Maple Heights, Ohio	**0**	**1**	**1**	**0.0**	**0.0**
80. Wheaton, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
81. Highland Park, Ill.	0	0	1	0.0	0.0
82. Reidsville, N. C.	**0**	**1**	**0**	**0.0**	**0.0**
83. Aberdeen, S. D.	0	0	0	0.0	0.0
84. Streator, Ill.	0	0	0	0.0	0.0
85. Woodland, Calif.	0	0	0	0.0	0.0
86. W. Springfield, Mass.	0	0	1	0.0	0.0
87. Xenia, Ohio	0	0	0	0.0	0.0
88. Wisconsin Rpds., Wis.	0	0	0	0.0	0.0
89. Martinsburg, W. Va.	**0**	**1**	**0**	**0.0**	**0.0**
90. So. St. Paul, Minn.	0	0	0	0.0	0.0
91. Cranford, N. J.	0	0	0	0.0	0.0
92. Mt. Vernon, Ill.	0	0	0	0.0	0.0
93. Albert Lea, Minn.	0	0	0	0.0	0.0
94. Texarkana, Ark.	**0**	**1**	**0**	**0.0**	**0.0**
95. Cape Girardeau, Mo.	0	0	0	0.0	0.0
96. Emporia, Kans.	0	0	0	0.0	0.0
97. Johnson City, N. Y.	0	0	0	0.0	0.0
98. Connersville, Ind.	0	0	0	0.0	0.0
99. Hillside, N. J.	0	0	0	0.0	0.0
100. Bellevue, Pa.	0	0	0	0.0	0.0
101. Sterling, Ill.	0	0	0	0.0	0.0
102. Port Angeles, Wash.	0	0	0	0.0	0.0
103. Calumet City, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
104. Berkley, Mich.	0	0	0	0.0	0.0
105. East Lansing, Mich.	0	0	0	0.0	0.0
106. Alpena, Mich.	**0**	**1**	**1**	**0.0**	**0.0**
107. Highland Pk., Texas	0	0	0	0.0	0.0
108. St. Augustine, Fla.	**0**	**1**	**0**	**0.0**	**0.0**
109. Pittsburg, Calif.	0	0	0	0.0	0.0
110. Oswego, N. Y.	**0**	**1**	**0**	**0.0**	**0.0**
111. Newport Beach, Calif.	0	0	0	0.0	0.0
112. Wallingford, Conn.	0	0	2	0.0	0.0
113. El Dorado, Kans.	0	0	0	0.0	0.0
114. Greenwood, Miss.	0	0	0	0.0	0.0
115. Arkansas City, Ark.	**0**	**1**	**0**	**0.0**	**0.0**
116. Massena, N. Y.	0	0	0	0.0	0.0
117. Suffolk, Va.	0	0	0	0.0	0.0
118. Cedar Falls, Iowa	0	0	1	0.0	0.0
119. Brainerd, Minn.	0	0	0	0.0	0.0
120. Niles, Ohio	**0**	**1**	**1**	**0.0**	**0.0**
121. North Miami, Fla.	0	0	0	0.0	0.0
122. Elmwood Park, Ill.	0	0	1	0.0	0.0
123. McAlester, Okla.	0	0	0	0.0	0.0
124. Newton, Kans.	0	0	0	0.0	0.0
125. Stevens Point, Wis.	0	0	0	0.0	0.0
126. Muskegon Hts., Mich.	0	0	0	0.0	0.0
127. Antioch, Calif.	0	0	1	0.0	0.0

	Two Months 1958	1957	1956	1958 Reg. Rate	1958 Pop. Rate
128. Canton, Ill.	0	0	0	0.0	0.0
129. Brookfield, Ill.	0	0	0	0.0	0.0
130. Mt. Pleasant, Mich.	0	0	1	0.0	0.0
131. Pasco, Wash.	0	0	0	0.0	0.0
132. Corona, Calif.	0	0	0	0.0	0.0
133. Owatonna, Minn.	0	0	0	0.0	0.0
134. So. Portland, Me.	0	0	0	0.0	0.0
135. The Dalles, Ore.	**0**	**1**	**0**	**0.0**	**0.0**
136. Faribault, Minn.	0	0	1	0.0	0.0
137. Norfolk, Neb.	0	0	0	0.0	0.0
138. Santa Paula, Calif.	0	0	0	0.0	0.0
139. Boone, Iowa	0	0	0	0.0	0.0
140. Rocky River, Ohio	0	0	0	0.0	0.0
141. Attleboro, Mass.	0	0	0	0.0	0.0
142. Watertown, Wis.	0	0	0	0.0	0.0
143. Astoria, Ore.	0	0	1	0.0	0.0
144. North Adams, Mass.	0	0	1	0.0	0.0
145. East Moline, Ill.	0	0	0	0.0	0.0
146. Bristol, Va.	0	0	0	0.0	0.0
147. Fergus Falls, Minn.	0	0	0	0.0	0.0
148. So. Milwaukee, Wis.	**0**	**2**	**1**	**0.0**	**0.0**
149. So. Orange, N. J.	0	0	0	0.0	0.0
150. Lamesa, Texas	0	0	0	0.0	0.0
151. Winfield, Kans.	0	0	0	0.0	0.0
152. Naugatuck, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
153. Mamaroneck, N. Y.	0	0	0	0.0	0.0
154. St. Joseph, Mich.	0	0	0	0.0	0.0
155. Hawthorne, N. J.	0	0	0	0.0	0.0
156. Wethersfield, Conn.	**0**	**1**	**1**	**0.0**	**0.0**
157. Villa Park, Ill.	0	0	1	0.0	0.0
158. Winnetka, Ill.	0	0	0	0.0	0.0
159. Albany, Calif.	0	0	0	0.0	0.0
160. Windham, Conn.	0	0	0	0.0	0.0
161. Conneaut, Ohio	0	0	0	0.0	0.0
162. Garden City, Kans.	0	0	0	0.0	0.0
163. Needham, Mass.	0	0	1	0.0	0.0
164. Marshfield, Wis.	0	0	0	0.0	0.0
165. Livermore, Calif.	0	0	0	0.0	0.0
166. Hopewell, Va.	0	0	0	0.0	0.0
167. Escanaba, Mich.	0	0	0	0.0	0.0
168. Prescott, Ariz.	0	0	0	0.0	0.0
169. Beaver Dam, Wis.	0	0	0	0.0	0.0
170. Rye, N. Y.	0	0	0	0.0	0.0
171. State College, Pa.	0	0	0	0.0	0.0
172. Mitchell, S. D.	0	0	0	0.0	0.0
173. Virginia, Minn.	0	0	0	0.0	0.0
174. Ansonia, Conn.	0	0	0	0.0	0.0
175. Van Wert, Ohio	0	0	0	0.0	0.0
176. Du Bois, Pa.	0	0	0	0.0	0.0
177. Darien, Conn.	0	0	1	0.0	0.0
178. Logan, Utah	0	0	0	0.0	0.0
179. River Rouge, Mich.	0	0	2	0.0	0.0
180. Bowling Green, Ohio	0	0	0	0.0	0.0
181. Vernon, Conn.	0	0	0	0.0	0.0
182. Mansfield, Conn.	**0**	**1**	**1**	**0.0**	**0.0**
183. Hays, Kans.	0	0	0	0.0	0.0
184. Grosse Pt. Wds., Mich.	0	0	0	0.0	0.0
185. Albion, Mich.	0	0	1	0.0	0.0
186. Dyersburg, Tenn.	0	0	0	0.0	0.0
187. Menasha, Wis.	0	0	0	0.0	0.0
188. Bellefontaine, Ohio	0	0	0	0.0	0.0
189. University Hts., Ohio	0	0	0	0.0	0.0
190. Los Alamos, N. M.	0	0	0	0.0	0.0
191. Ecorse, Mich.	0	0	0	0.0	0.0
192. Red Wing, Minn.	0	0	0	0.0	0.0
193. Hornell, N. Y.	0	0	0	0.0	0.0
194. Charles City, Iowa	0	0	0	0.0	0.0
195. River Forest, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
196. Bemidji, Minn.	0	0	0	0.0	0.0
197. Windsor, Conn.	0	0	1	0.0	0.0
198. Cadillac, Mich.	0	0	0	0.0	0.0
199. No. Chicago, Ill.	0	0	1	0.0	0.0
200. Grosse Pte. Pk., Mich.	**0**	**1**	**0**	**0.0**	**0.0**
201. Cudahy, Wis.	**0**	**1**	**0**	**0.0**	**0.0**
202. Ironwood, Mich.	0	0	1	0.0	0.0
203. Two Rivers, Wis.	0	0	0	0.0	0.0
204. Niles, Ill.	0	0	0	0.0	0.0
205. Milford, Mass.	0	0	0	0.0	0.0
206. Pacific Grove, Calif.	0	0	0	0.0	0.0
207. Winchester, Conn.	0	0	0	0.0	0.0
208. La Salle, Ill.	0	0	0	0.0	0.0
209. Branford, Conn.	0	0	0	0.0	0.0
210. West Lafayette, Ind.	0	0	0	0.0	0.0
211. Moscow, Idaho	0	0	0	0.0	0.0
212. Stoughton, Mass.	0	0	0	0.0	0.0
213. Fort Thomas, Ky.	**0**	**2**	**0**	**0.0**	**0.0**
214. Fairfield, Ala.	0	0	0	0.0	0.0
215. Ridgefield Pk., N. J.	0	0	0	0.0	0.0
216. Webster, Mass.	0	0	0	0.0	0.0
217. Derby, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
218. Ashland, Wis.	0	0	0	0.0	0.0
219. Springfield Twp., Pa.	0	0	0	0.0	0.0
220. Takoma Park, Md.	0	0	0	0.0	0.0
221. Amherst, Mass.	0	0	0	0.0	0.0
222. Killingly, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
223. Donora, Pa.	0	0	0	0.0	0.0
224. Watertown, Conn.	0	0	0	0.0	0.0
225. Stonington, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
226. Enfield, Conn.	0	0	1	0.0	0.0
All cities in this group				0.8	4.4
227. Hollywood, Fla.	**1**	**2**	**0**	**2.8**	**26.3**
228. Robbinsdale, Minn.	1	0	0	3.2	37.0
229. Santa Cruz, Calif.	1	0	1	3.4	26.3
230. Chico, Calif.	1	0	0	3.7	48.0
231. Salisbury, N. C.	**1**	**4**	**0**	**4.0**	**28.6**
232. Garland, Texas	1	0	0	4.1	26.9
233. Lodi, Calif.	1	0	0	4.4	34.7
234. Endicott, N. Y.	1	0	1	5.1	30.6
235. Whitefish Bay, Wis.	1	0	0	5.2	32.6
236. Ames, Iowa	1	0	0	5.6	25.5
237. Monterey, Calif.	1	1	0	5.9	27.5
238. Wilmette, Ill.	1	0	0	6.3	29.3
239. Leominster, Mass.	1	0	0	6.7	24.2
240. Las Cruces, N. M.	1	0	1	6.8	37.0
241. Stillwater, Okla.	1	1	0	6.9	29.7
242. Moorhead, Minn.	1	0	0	7.1	33.7
243. Monroe, N. C.	1	0	1	7.3	57.1
244. Moses Lake, Wash.	1	1	0	7.7	50.8
245. Sweetwater, Texas	1	0	1	8.0	44.1
246. El Cerrito, Calif.	1	0	1	8.4	25.4
247. Atchison, Kans.	1	0	0	8.9	46.9
248. Brawley, Calif.	1	0	0	9.0	44.8
249. Gardner, Mass.	1	0	0	9.2	29.9
250. Marinette, Wis.	1	0	0	10.7	42.3
251. Groton, Conn.	1	0	0	12.4	27.4
252. Beacon, N. Y.	1	1	0	12.7	40.0
253. Southington, Conn.	1	1	0	13.0	45.8
254. Shelton, Conn.	4	0	0	37.3	146.3
CANADIAN CITIES					
Medicine Hat, Alta.	0	0	0	—	0.0
Red Deer, Alta.	0	0	0	—	0.0
Edmonton, Alta.	1	1	1	—	3.8
Hamilton, Ont.	2	6	5	—	5.8
Calgary, Alta.	2	0	1	—	9.3
Montreal, Que.	16	25	13	—	9.4
Toronto, Ont.	29	24	12	—	13.4
Lethbridge, Alta.	1	0	0	—	26.2

TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

All figures are preliminary. To insure proper comparisons, 1957 and 1956 figures cover the same reporting period as those for 1958.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on July 1, 1957 population estimates, U. S. Bureau of the Census, Washington, D. C.

States shown in heavy type have improved in 1958 compared with 1957, or showed no change.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

	Months Reported	Deaths Identical Periods 1958	1957	1956	% Changes 1957 to 1958	1956 to 1958	1958 Pop. Rate	1958 Mile. Rate
TOTAL U.S.	2	5,080	5,340	5,606	— 5%	— 9%	21.5	....
Ala.	**2**	**111**	**118**	**132**	**— 6%**	**— 16%**	**21.1**	....
Ariz.	2	80	74	77	+ 8%	+ 4%	42.3	....
Ark.	**2**	**55**	**91**	**73**	**— 40%**	**— 25%**	**18.7**	....
Calif.	2	509	501	489	+ 2%	+ 4%	21.9	....
Colo.	**2**	**38**	**40**	**44**	**— 5%**	**— 14%**	**13.6**	....
Conn.	**2**	**27**	**38**	**43**	**— 29%**	**— 37%**	**7.2**	....
Del.	**2**	**7**	**14**	**11**	**— 50%**	**— 36%**	**9.6**	....
D. of C.	**2**	**5**	**13**	**15**	**— 62%**	**— 67%**	**3.6**	....
Fla.	2	193	191	195	+ 1%	— 1%	28.3	....
Ga.	**2**	**122**	**125**	**165**	**— 2%**	**— 26%**	**19.4**	....
Idaho	2	28	21	29	+ 33%	— 3%	26.3	....
Ill.	**2**	**229**	**297**	**264**	**— 23%**	**— 13%**	**14.3**	....
Ind.	**2**	**130**	**149**	**173**	**— 13%**	**— 25%**	**17.2**	....
Ia.	2	101	87	112	+ 16%	— 10%	21.7	....
Kans.	**2**	**61**	**71**	**87**	**— 14%**	**— 30%**	**17.1**	....
Ky.	2	130	127	99	+ 2%	+ 31%	25.7	....
La.	2	144	112	117	+ 29%	+ 23%	28.2	....
Me.	**2**	**17**	**20**	**16**	**— 15%**	**+ 6%**	**10.8**	....
Md.	2	74	60	77	+ 23%	— 4%	15.3	....
Mass.	2	82	47	85	+ 74%	— 4%	10.1	....
Mich.	**2**	**168**	**183**	**265**	**— 8%**	**— 37%**	**12.9**	....
Minn.	**2**	**80**	**86**	**45**	**— 7%**	**+ 78%**	**14.4**	....
Miss.	**2**	**54**	**70**	**75**	**— 23%**	**— 28%**	**14.8**	....
Mo.	**2**	**98**	**136**	**154**	**— 28%**	**— 36%**	**13.8**	....
Mont.	2	28	20	20	+ 40%	+ 40%	25.2	....
Neb.	2	36	32	45	+ 13%	— 20%	14.9	....
Nev.	2	14	15	14	— 7%	0%	31.5	....
N. H.	**2**	**3**	**10**	**15**	**— 70%**	**— 80%**	**3.1**	....
N. J.	2	113	99	127	+ 14%	— 11%	12.0	....
N. M.	2	54	52	45	+ 4%	+ 20%	39.0	....
N. Y.	2	306	275	301	+ 11%	+ 2%	11.6	....
N. C.	**2**	**128**	**159**	**151**	**— 19%**	**— 15%**	**17.1**	....
N. D.	2	13	9	9	+ 44%	+ 44%	12.1	....
Ohio	2	272	256	297	+ 6%	— 8%	17.7	....
Okla.	2	88	82	89	+ 7%	— 1%	23.2	....
Ore.	2	56	53	54	+ 6%	+ 4%	19.0	....
Pa.	**2**	**210**	**243**	**277**	**— 14%**	**— 24%**	**11.4**	....
R. I.	2	10	9	6	+ 11%	+ 67%	7.3	....
S. C.	**2**	**84**	**122**	**81**	**— 31%**	**+ 4%**	**21.3**	....
S. D.	2	36	12	22	+200%	+ 64%	30.8	....
Tenn.	**2**	**90**	**97**	**98**	**— 7%**	**— 8%**	**15.6**	....
Texas	**2**	**316**	**358**	**352**	**— 12%**	**— 10%**	**20.7**	....
Utah	**2**	**18**	**28**	**26**	**— 36%**	**— 31%**	**12.7**	....
Vt.	**2**	**5**	**15**	**13**	**— 67%**	**— 62%**	**8.0**	....
Va.	**2**	**112**	**117**	**118**	**— 4%**	**— 5%**	**17.7**	....
Wash.	2	82	78	65	+ 5%	+ 26%	18.1	....
W. Va.	**2**	**50**	**61**	**58**	**— 18%**	**— 14%**	**15.2**	....
Wis.	**2**	**91**	**115**	**114**	**— 21%**	**— 20%**	**14.1**	....
Wyo.	**2**	**17**	**18**	**18**	**— 6%**	**— 6%**	**32.3**	....
CANADIAN PROVINCES								
Alta.	2	40	16	18	+150%	+122%	25.5	....
B. C.	1	21	14	16	+ 50%	+ 31%	21.6	....
Sask.	1	8	2	0	+300%	—	5.8	....

MOTOR-VEHICLE DEATHS AND INJURIES BY STATES — 1957 AND 1956

Twenty-one states reported more injuries for the year 1957 than for the year 1956. Fourteen states and the District of Columbia recorded fewer injuries, and one state showed no change.

For 12 months or less 47 states and the District of Columbia reported. Twenty-nine states tallied more injuries. Seventeen states and the District of Columbia counted fewer injuries, and one state showed no change.

For the entire reporting period, 17 states and the District of Columbia reported more traffic deaths, 29 states showed a decrease, and one state showed no change.

MOTOR-VEHICLE DEATHS AND INJURIES BY STATES
1956 and 1957

	Months Reported	Deaths††		Injuries††		% Changes 1956 to 1957		1957 Ratio of Injuries to Deaths
		1957	1956	1957	1956	Deaths	Injuries	
TOTAL								
U. S.	**	34,035	35,268	1,242,353	1,190,690	— 3	+ 4	37
Ala.	12	910	963	5,059†	5,789†	— 6	— 13	6
Ariz.	12	460	486	8,275	7,572	— 5	+ 9	18
Ark.	12	493	485	3,133	3,144	+ 2	— *	6
Calif.	12	3,653	3,805	134,822	130,982	— 4	+ 3	37
Colo.	12	367	408	11,187	10,554	— 10	+ 6	30
Conn.	12	284	286	20,812	18,898	— 1	+ 10	73
Del.	12	91	87	2,616	2,616	+ 5	0	29
D. of C.	12	69	54	7,023	7,239	+ 28	— 3	102
Fla.	12	1,060	1,194	32,388	30,106	— 11	+ 8	31
Ga.	12	988	1,115	8,751	10,715	— 11	— 18	9
Idaho	9	144	195	1,900	2,066	— 26	— 8	13
Ill.	12	2,096	2,135	91,693	86,649	— 2	+ 6	44
Ind.	12	1,161	1,217	38,497	38,448	— 5	+ *	33
Iowa	12	689	696	21,234	21,088	— 1	+ 1	31
Kans.	12	579	681	10,990	10,843	— 15	+ 1	19
Ky.	12	783	765	13,995	12,763	+ 2	+ 10	18
La.	2	112	117	1,186	1,224	— 4	— 3	11
Me.	12	153	160	6,401	3,119	— 4	+105	42
Md.	12	550	547	19,031	19,389	+ 1	— 2	35
Mass.	12	517	555	86,003	86,795	— 7	— 1	166
Mich.	12	1,511	1,706	58,130	59,377	— 11	— 2	38
Minn.	12	685	637	23,635	22,821	+ 8	+ 4	35
Miss.	12	522	556	6,508	6,630	— 6	— 2	12
Mo.	12	993	1,119	11,936	11,978	— 11	— *	12
Mont.	11	183	240	2,479	2,685	— 24	— 8	14
Neb.	12	301	314	9,626	9,073	— 4	+ 6	32
Nev.	2	15	14	266	237	+ 7	+ 12	18
N. H.	12	92	96	5,430	5,665	— 4	— 4	59
N. J.	10	660	618	46,326	45,439	+ 7	+ 2	70
N. M.	12	427	398	4,932	4,172	+ 7	+ 18	12
N. Y.	9	1,512	1,499	187,648	160,309	+ 1	+ 17	124
N. C.	10	871	886	15,489	15,561	— 2	— *	18
N. D.	11	130	154	2,301	2,210	— 16	+ 4	18
Ohio	12	2,036	2,009	79,385	78,698	+ 1	+ 1	39
Okla.	12	701	680	14,196	13,460	+ 3	+ 5	20
Ore.	12	464	416	16,935	17,298	+ 12	— 2	36
Pa.	12	1,682	1,762	84,755	84,812	— 5	— *	50
R. I.	2	9	6	1,190	1,120	+ 50	+ 6	132
S. C.	12	715	715	10,390	11,733	0	— 11	15
S. D.	12	175	196	3,129	2,781	— 11	+ 13	18
Tenn.	12	695	760	13,357	11,233	— 9	+ 19	19
Texas	11	2,283	2,337	57,247	53,497	— 2	+ 7	25
Utah	12	222	214	5,022	4,812	+ 4	+ 4	23
Vt.	12	106	97	2,877	2,840	+ 9	+ 1	27
Va.								
Wash.	12	545	532	26,077	22,648	+ 2	+ 15	48
W. Va.	12	478	438	7,729	7,864	+ 9	— 2	16
Wis.	10	744	788	21,711	20,119	— 6	+ 8	29
Wyo.	9	119	130	1,651	1,619	— 8	+ 2	14

†Rural injuries only.

††All figures are preliminary. To insure proper comparisons, 1956 figures cover the same reporting period as those for 1957.

*Less than .5%.

**Death and injury totals cover reports for all months indicated in this column.

Commercial Driver Training Licensed, Controlled in Ohio

The Ohio General Assembly passed a law to license and control commercial driver training schools, announced Gordon Jeffery, director of the Ohio department of highway safety.

Jeffery said, "The net result of the action is that all commercial driver training schools, as well as instructors, other than those operated by public schools, must be licensed in order to operate. The requirements for a license will insure the public of qualified training."

Regulations were adopted after the new law was discussed at a January public hearing by 100 representatives interested in the commercial driver training industry. A committee met with Jeffery and highway safety department officials in February to study the administration and enforcement of the new law.

The course will be divided into three categories: theory and practical instruction, behind-the-wheel instruction and classroom instruction. Material used in the courses must be approved by the state highway patrol, which will administer and enforce the law.

The following regulations were established:

(1) A written agreement must be signed between the school and the student regarding the cost. The school must have adequate facilities and the proper equipment for the course. Both are subject to periodic inspection.

(2) The school can not guarantee the student will pass the state test. It can not solicit business in the vicinity of an examining station nor from the rolls of persons who failed the examination.

(3) The school also must have sufficient insurance to protect students; and the instructors must have a written and driving test administered by the highway patrol.

(4) In their advertisements, schools cannot allude or imply that they are approved by the patrol or the department of highway safety.

(5) The annual license fee for schools is $25, for instructors, $5. Information and application for licenses and the necessary forms may be obtained from the state highway patrol, 660 East Main Street, Columbus 5, Ohio.

NSC Field Services

Listed below are the members of the staff of the Field Service Department of the National Safety Council.

Organizations and individuals interested in getting information and assistance on accident prevention programs may do so by contacting the NSC field men at these addresses.

The states served by each district director are listed following his address.

Headquarters: (425 North Michigan Ave., Chicago 11, Illinois—Telephone: WHitehall 4-4800)

Paul F. Hill, Manager,
Noble Dutton, Assistant Manager,
Joseph Lovvorn, Finance Advisor
Nils A. Lofgren, Program Consultant

District Directors

1. Robert C. L. George,
103 Myrtle St.,
Boston 14, Mass.
Ph: RIchmond 2-1428
(Maine, Mass., N. H., R. I., Vt.)
2. Edwin S. Smith,
32 Wedgewood Drive,
Rochester 11, N. Y.
Ph: GEnessee 8-9056
(Conn., N. Y.)
3. Edward H. Bovich,
2179 Whited,
Brookline, Pittsburgh, Pa.
Ph: TUxedo 4-6081
(Pa., W. Va.)
4. George E. Grotz,
130 Devonshire Rd.,
Fairfax, Wilmington 3, Del.
Ph: OLympia 2-7345
(Del., Md., N. J., Va.)
5. James E. Civils,
811 E. John Wesley Ave.,
College Park, Ga.
Ph: Poplar 7-9230
(Fla., Ga., N. C., S. C.)
6. George T. Simmons,
3717 Gaston Ave.,
Montgomery, Ala.
Ph: AM 5-6890
(Ala., La., Miss.)
7. James D. Hill,
3276 Darvany Dr.,
Dallas 20, Texas
Ph: FLeetwood 1-6609
(Texas)
8. Evett N. Allen,
200 Cliffdale Rd.,
Nashville 14, Tenn.
Ph: DOnelson 6-7293
(Ark., Ky., Tenn.)
9. Philip N. Streit,
4931 Sherwood Dr.,
Kansas City 16, Mo.
Ph: GLadstone 3-1531
(Kan., Mo., Okla.)
10. George W. Harris,
425 N. Michigan Ave.,
Chicago 11, Ill.
Ph: WHitehall 4-4800
(Ill., Ind.)
11. Norman A. Olman,
2630 Oakwood Dr.,
E. Grand Rapids, Mich.
Ph: CHerry 3-5235
(Mich., Ohio)
12. Robert M. Sorensen,
1648 Deane Blvd.,
Racine, Wis.
Ph: Melrose 3-7380
(Minn., Wis.)
13. Hal Kent,
*17720—67th St.,
Tinley Park, Ill.
Ph: KEllogg 2-2255
(Iowa, Nebr., N. Dak., S. Dak.)
14. Robert D. Hopper,
6348 Teller,
Arvada, Colo.
Ph:HArrison 4-1383
(Ariz., Colo., N. Mex., Utah, Wyo.)
15. Alton P. Bunderson,
6505 Fairfield St.,
Boise, Idaho
Ph: 4-4647
(Idaho, Mont., Ore., Wash.)
16. John C. Hall,
National Safety Council
703 Market St.,
San Francisco 3, Calif.
Ph: EXbrook 2-0945
(Calif., Nev.)
17. Vincent R. Gallalee,
425 N. Michigan Ave.,
Chicago 11, Ill.
Ph: Whitehall 4-4800
(Field Finance)

*Temporary Address

MSU Announces Police 12 Training Courses

Police training courses at Michigan State University are now being planned a year ahead. Twelve of the courses to be held from May through January, 1959, have just been announced.

Sixteen $50 scholarships will be available for five of the courses, Art Brandstatter, director of state police administration, said. Details are available from his office at Michigan State University, East Lansing, Mich.

PARAGON

He drove down Nicollet avenue
Alert to every light and sign,
Braking his car with measured care,
Not once astride the center line.

His speed was cautious and restrained,
His hand was sure upon the wheel,
The prudent skipper of a car
That kept a safe and even keel.

A model driver, his keen mind
Had sensed the squad car right behind.

—Bradley L. Morison.

Courtesy Minneapolis *Sunday Tribune*

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Circle Item No. 10—Reader Service Card

Dates and titles of the courses follow:

May 12-16—Advanced Police Juvenile Training Course.

May 19-23 — Command Officers' Course.

June 2-6—Fundamentals of Traffic Engineering Techniques and Police Traffic Regulations (Scholarships).

June 9-13—Police Instructors Training Course.

June 23-July 25—U. P. Basic Police & Command Schools (Northern Michigan College at Marquette).

August 25-29—Police Officers Assigned to School Safety Education Work (Scholarships).

September 8-12 — Basic Traffic Course (Scholarships).

October 6-31—Basic Police Training Course.

November 17-21—Accident Investigation Course (Scholarships).

November 10-14 — Command Officers' Course.

December 8-12 — Traffic Law Enforcement Course (Scholarships).

January 12-February 6, 1959—Basic Police Training Course.

Grants Offered To Conduct Police Traffic Safety Courses

The Esso safety foundation has announced grants totaling $17,250 to support a program of short course training for police.

Three two-week courses in traffic supervision will be conducted in 1958 by the Traffic Institute of Northwestern university, Evanston, Ill., on the campuses of Northeastern university, Boston, Mass., the University of Maryland (College Park) and the University of Tennessee (Knoxville).

The Traffic Institute will receive $9,000 to conduct training in accident investigation at Northeastern university and the University of Tennessee, and in traffic law enforcement at the University of Maryland, and the host schools will receive $2,750 each. From the funds available to the regional training centers, grant-in-aid awards will be offered to selected police departments.

An additional grant of $5,000 will go to the Traffic Institute's companion organization, the traffic division of the International Association of Chiefs of Police. The money will be used to sustain a program of field assistance in traffic to city, state, and county governments.

Stanley C. Hope, president, Esso Standard Oil Company, said, "This grant-in-aid program is one way we can support the development of national, state, and local traffic safety programs in the Esso trade area. It has helped officials having street and highway safety responsibilities to get the kind of training they need."

Parents ~~Want,~~ demand
A WELL EQUIPPED
Safety Patrol

That's where we can help . . .

- Graubard's Equipment is nationally known as the school safety patrol equipment "That Promotes Safety." It does this by fulfilling both of the conditions essential to a really effective Safety Patrol.
- First, it gives each patrol member a definite sense of responsibility and a pride in doing his job well.
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Take the time to check your safety patrol today! Look over the many "standard" Safety Patrol Equipment items listed below and be sure your patrol members are properly uniformed and ready to perform the vital task of protecting your children, in all kinds of weather! . . .

Belts
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Badges
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"America's Largest Safety Patrol Outfitters"

Note New Address
236 High Street
Newark 2, N. J.

Circle Item No. 2—Reader Service Card

THE BIG SWITCH—Madison, Wis.

From Page 47

is attempted so that adequate parking restrictions or detours can be provided.

Another ordinance is being readied which will limit new street construction or re-construction; service activities such as garbage pick-up and trash collection; truck deliveries; or any other type of activity that would hinder traffic beyond the capacity of the street during the morning and afternoon rush hours.

Standards are being prepared as a guide for restricting parking on one or both sides of narrow streets under certain traffic conditions. The Common Council is receptive to such type standards, or proposals, having recently given the traffic engineer the authority to install residential street lights if the proposed location conforms to standards prepared for that purpose.

With street conditions being so improved by the use of traffic engineering techniques the matter of similar improvements in enforcement and court practices became an item for consideration by the Traffic Commission. After considerable discussion the Common Council approved a $15,000 appropriation for a survey of these joint activities by the Traffic Institute of Northwestern University. The survey has now been completed and appropriate committees appointed to study and recommend methods of putting the proposals into effect.

Conclusion

Madison has been an excellent patient for the traffic engineering doctor. When a city has citizens, employers, businessmen, and government sharing a common pride and a common desire to make their community a place in which it is pleasant to live, progress is evolutionary.

To say that every battle has been won would not be so. A few large and many small improvement projects have not received approval. Public hearings are held before the Traffic Commission or Council, or both, on every item of importance. Hours of work have been spent on the preparation of studies, reports, charts, diagrams, and pictures which present the reasons for the proposed changes. Patience and a willingness to discuss every item with every person who is willing to listen are devices as important to the traffic engineer as the most advanced technical training.

Recognition of our traffic engineering efforts has been received from three sources. The Common Council passed a resolution of commendation; the Institute of Traffic Engineers presented a plaque for "Outstanding Achievement"; point ratings equal to

Circle Item No. 3—Reader Service Card

NOW!! DRUNKEN DRIVING MUST STOP

Add to your present safety procedure
The Harger Drunkometer
the simple test for determining intoxication. It can convict the guilty and protect the innocent.
The oldest and most widely used of the breath methods.
Let us give you a FREE demonstration or send for pamphlet S-505

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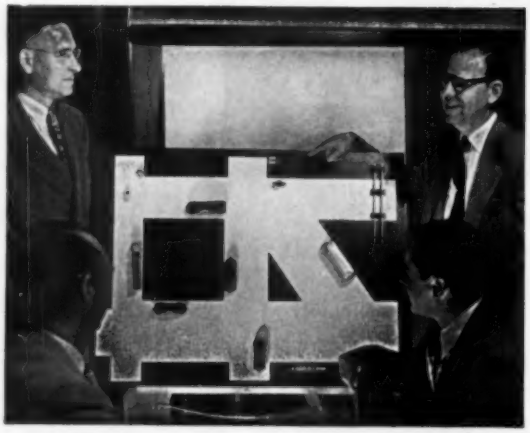

THE "EYES" HAVE IT . . . .

Here is an aid that has proven practical in teaching visually the principles of safety. It's simple, effective and works wonders in teaching your drivers.
The MAGNO SAF-T BOARD is the result of studies by outstanding safety instructors and engineers. Safety directors, traffic managers, driving instructors, insurance agents and adjusters get a clear picture of how accidents occurred visually by reconstruction of conditions.
It is now being used from coast to coast by fleet owners, insurance and public utility companies, colleges and schools, and many other concerns interested in public safety. Consisting of a BOARD with typical street intersections on one side. The other side is a BLACKBOARD on which any street or road situation can be drawn with chalk and then erased. It has scale models of vehicles, traffic markers and accessories that can be placed in any conceivable traffic situation.

Write for our folder. It contains full information.

MAGNO SAF-T BOARD © EMIGSVILLE, PA.

Circle Item No. 4—Reader Service Card

third place in 1955 and first place in 1956 and 1957 for cities of our size were received from the National Safety Council in its Annual Traffic Inventory Program. This program offers valuable assistance to every traffic engineer who wants his efforts appraised.

As this story is written, I feel that we have more than reached the halfway mark in our "making better use of existing facilities" program. The number of complaints or special requests are on the decline and we find ourselves spending more time each day on new and long-range planning for parking lots, shopping centers, intersection design and re-design, major highway design or location, industry location relative to good traffic operation and other matters pertaining to general planning and design work.

If our attempts to hire a qualified assistant traffic engineer and a registered civil engineer are successful this year, Madison's traffic engineering department, too, will be in a highly qualified position to assume its full responsibility in making Madison a better place in which to live.

John H. Bunch, Madison's Traffic Engineer, is a registered, professional engineer in the states of Wisconsin and Indiana. He is also a full member of the Institute of Traffic Engineers. Before going to Madison, Wisconsin, in 1954, he was employed for 19 years with the Indiana State Highway Commission. During this time he was successively inspector of highway construction, project engineer, district traffic engineer, state traffic signal engineer and traffic survey engineer. While serving as traffic survey engineer, he completed 27 combined traffic and parking surveys for various Indiana cities of 1500 to 100,000 population. He also completed 11 comprehensive parking studies in cities from 7,000 to 135,000 population. During this time he served also as traffic consultant to the Indiana Traffic Safety Council, as lecturer for police training schools at both Indiana and Purdue Universities and the traffic engineering class at Purdue University. In addition, he served for approximately one year as traffic engineer for the City of Fort Wayne, Ind., and made a three-months' traffic survey of the principal cities of West Germany at the request of the West German Government, as a part of the international exchange program for leaders and specialists of the U. S. State Department.

Roadway Lighting Symposium Slated

Roadway lighting, including a discussion on illumination of new super highways, will be the topic of a four-paper symposium at the Middle Eastern District Meeting of the American Institute of Electrical Engineers in the Sheraton Park Hotel, Washington, D. C., April 28-30.

The illumination session, at which H. A. Friede, District of Columbia government electrical engineer will preside, will be held April 28.

Papers to be presented are:

An Analysis of Visual Elements of Roadway Lighting, by Warren H. Edman, Holophane Co., New York.

Some Aspects of Roadway Illumination, by John W. Young, Boston lighting consultant.

New Developments in Light Sources and Optical Systems for Roadway Lighting, by E. B. Karns, Westinghouse Electric Corporation, Cleveland, Ohio.

Circle Item No. 5—Reader Service Card

A BOOK THAT GIVES THE SPIRITUAL SIDE OF TRAFFIC SAFETY

by Dan Hollingsworth and Ona Belknap

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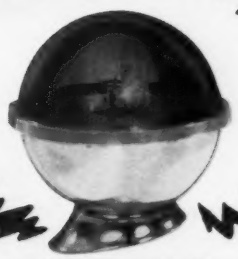

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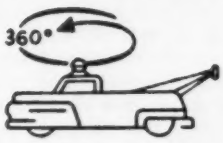

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For wreckers, ambulances, emergency vehicles of all types, here is the most eye-catching, effective light made. Price is LOW! Ultimate in a WARNING light! Flip the switch and instantly the parabolic mirror rotates about the 100 candlepower bulb . . . 60 TIMES A MINUTE! Flash is so intense that all traffic is alerted.

TRIPPE MFG. COMPANY Dept. D-2
133 N. Jefferson St. Chicago 6, Ill.

Circle Item No. 6—Reader Service Card

NEW... SAFETY EQUIPMENT

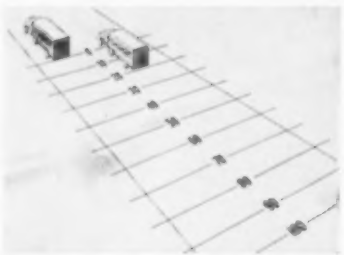
Publication of product announcements in this section should not be construed as endorsement or approval by the National Safety Council.

Pavement Marking Material

"Perma-Line" is a thermo plastic pavement marking material that remains in good condition for 18 months compared to a 30 day life for the paint previously used on Los Angeles streets. Tiny glass beads shine at night in the material in the glare of headlights.

The marking material dries in 45 minutes and can be put down at night when traffic is at a low ebb. The product can be applied without creating serious bottlenecks in traffic because it dries in a few minutes.

Veon Chemical Corp., 2209 Bridge Plaza North, Long Island City 1, N. Y. (Item 41)



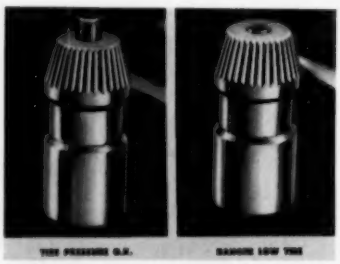
Motor Transportation Safety Coloring

A safety painting service developed especially for the bus and truck transportation industries is known as the "Ditzler Safety Series." It utilizes high visibility color combinations to provide the greatest visibility directed at mobile equipment on the highways at all periods of the 24-hour day. Colors used include those with special advantages for recognition during daylight, dusk and nighttime driving conditions as well as colors possessing special properties for quick detection under foul weather driving conditions such as fog, sleet, snow and rain. The series offers a selection of 43 high visibility paint colors providing an innumerable range of two-tone color arrangements for the transportation industry that combines the features of safety, high-visibility, appearance and durability.

The illustration shows that appearances are deceiving. A research project undertaken to determine the effects of color on apparent distance indicates that objects side by side can be influenced by color to appear as far apart as the two trailer trucks shown. The study reveals that color can influence the apparent distance of a surface by as much as 19 per cent. A bright red, for instance, appears nearly one-fifth closer than green. All bright surfaces appear closer than dark ones. In general, highly saturated colors tend to appear closer than colors of low saturation or pastels.

Color is also a tool for increasing or decreasing apparent size. The study demonstrated that color can cause increases or decreases in the apparent size of surfaces by at least 13.5 per cent.

Pittsburgh Plate Glass Co., 632 Fort Duquesne Blvd., Pittsburgh 22, Pa. (Item 42)



Tire Pressure Indicator

The "No-Lo" tire pressure indicator is designed to eliminate tire checking with conventional tire pressure gauges. The device can save as much as 95 per cent of actual checking time both in the shop and on the road.

Drops in air pressure are indicated automatically when the red tip of a pressure control rod slides back into the valve. As long as the air is at a safe level, the red rod remains visible and the driver or maintenance man need only glance at the indicator to tell whether the tire has lost more air than is safe for proper operation.

The units are factory set at a pre-determined air pressure based either on the recommendation of the tire manufacturer for the particular tire size and load factor or for any settings specifically desired by the purchaser. Units are made up in five pound increments for truck tires (from 40-105 pounds) and are also available for passenger cars in two pound increments (from 22-34 pounds).

The indicators are easily installed and are one inch long, $\frac{7}{8}$ inch in circumference and weigh $\frac{1}{16}$ ounce each.

Frebank Co., 711 W. Broadway, Glendale 4, Calif. (Item 43)

Rubber Traffic Guides

This zoning and traffic marker is an upright tubular rubber device made of a composition of highly flexible and tear resistant material that withstands abuse and weather. The markers are available in 12 and 26 in. sizes and in black and yellow colors.

The uprights are easily seen, safe, and can be installed on almost any type of surface without the necessity of drilling holes. The unit is designed for greater traffic safety on streets and highways and to replace other hazardous concrete midway dividers on wide roads.

They may be used in parking areas, traffic zoning, aisle markers in factories and plants, truck loading docks, air ports, and many utilities where traffic control is necessary.

Flexible Safety Zoning Co., 1225 S. Austin Blvd., Cicero 50, Ill. (Item 44)

For More Information—Circle Item on the Reader Service Postcard

Hydraulic Brake Cup

The "Coni-Seal" is a wheel cylinder cup that differs radically from the traditional brake cup. It is molded of an exclusive Red Formula, R-419, which is impervious to the excessive heat generated by brake systems. Unlike ordinary cups, where the center is flat, "Coni-Seal" is designed with a cone at its center which immediately directs the fluid to the base and sides of the cup achieving an even, all-around tension of the cup lips against the cylinder wall. This tight, leakproof seal eliminates the need for expanders and brakes can release faster precluding the possibility of dangerous brake drag.

The cup also effects appreciable savings by reducing the need for replacing cylinders. The features of the cup make it especially desirable for power brake systems where the cup must withstand quick pressure build-ups. They also reduce the need for bleeding by preventing air from entering the hydraulic system and they will not leak when the line pressure is low.

Signal-Stat Corp., 523-539 Kent Ave., Brooklyn 11, N. Y. (Item 45)

Emergency Road Marker

A two-sided cardboard safety signal has broad diagonal alternate stripes of light reflective beaded paint and daylight glow paint. Both colors are weatherproof. The marker stands 12 in. high and 6¾ in. wide and comes folded flat. When in use the marker is opened tent-wise and the bottom chord weighted with a stone or iron tool to prevent blowing over. The unit will collapse if struck, thus offering no traffic hazard in itself. A smaller size 9 in. x 5½ in. is available for motorists. It can be used as an emergency light-reflecting arm band or can serve in series to delineate a temporary detour or airstrip. Either of the markers may be taped or tacked to any vertical object or obstruction as a warning signal. The markers are priced to be expendable and each is packaged in a separate envelope.

Signal-Lite Road Marker Co., Box 10535, Pittsburgh 35, Pa. (Item 46)

Traffic Tally Board

The "Vary-Tally" multiple-unit reset counter makes traffic counting easier, faster and more accurate. Designed by traffic engineers, three Vary-Tallies on each side of the board count and classify all traffic entering intersections from any direction. Positive action of the large finger-keys make it easy for the operator to keep up with the heaviest traffic flow. The "Vary-Tally" is made in any combination up to 6 banks high and 12 units wide and also in single units. All counters in one bank are reset by one turn of one knob.

Veeder-Root Inc., 70 Sargeant, Hartford 2, Conn. (Item 47)

Program Time Switch

This switch has 96 tabs on a 24-hour dial to permit 15-minute switching changes. Tork Model 8001 can be used for turning traffic signals on and off, for changing from red light to flashing yellow or for changing sequences. The switch offers maximum adjustability in setting up intermittent on-off operations of signals.

School crossings, factory entrances, and side roads require optimum traffic control at select hours of the day and this unit will turn signals on at the exact hour such control is needed. The unit is easily adjusted to alter programs to meet changing conditions. The unit is available in standard, raintight and all-weather dust tight cases.

Tork Time Controls, Inc., Mount Vernon, N. Y. (Item 48)

Transistor Barricade

A combination transistor warning light and collapsible barricade unit is available with three models of warning lights: The TR 1-100 has a 360° lens and 8 beam candle power light; the TR 0-100 has a 2 directional lens and 8 beam candle power light and the TR 4-100 super brilliant light has a reflectorized head and 15 candle power.

The lights are watertight, compact, lightweight and can easily be locked to any barricade or sign. The models have no moving parts and will operate continuously on two 6-volt lantern cell batteries for 2200 hours. The TR 4-100 is used primarily to slow down fast moving traffic in congested areas since its brilliant flash is clearly visible for more than two miles. The other two models are used to delineate the job after traffic has slowed down.

The barricade is all metal, collapsible, light weight and rugged. Attached to the barricade is a 36″x18″ swinging metal panel which has four two inch Scotchlite stripes on each side for maximum reflectorization.

Neo-Flasher Mfg. Co., 3210 Valhalla Drive, Burbank, Calif. (Item 49)

For More Information—Circle Item on the Reader Service Postcard

SAFETY PRODUCT LITERATURE

Safety Brake Valve

Literature describes a Safeguard Valve designed to provide a vehicle with uninterrupted braking power after a rupture occurs in the hoseline or diaphragm. The economical unit is light weight, self-cleansing and requires no maintenance cost. It can be installed on trucks, trailers, buses and passenger cars quickly and easily. Safeguard Brake Valve Co., 1414 S. Atlantic Blvd., Los Angeles 22, Calif.

For more details circle No. 81 on enclosed return postal card.

Makes Photocopies in Seconds

This new Thermo-Fax Copying Machine makes copies of written, typed, printed or drawn originals in seconds, for as little as five cents per copy. The easy-to-use, electric machine will solve paperwork problems in any office. Literature gives full details. Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

For more details circle No. 82 on enclosed return postal card.

Speed Detector and Camera

Literature describes an electronic digital speed detector and camera designed for wholly automatic operation in producing a photographic, error-free, record of speeding offenses, with a new standard of precision in speed measurement and with a legal type standard of performance. Foto Patrol, Inc., 11 E. 48th St., New York 17, N. Y.

For more details circle No. 83 on enclosed return postal card.

Safety Flasher

Use this Safety Flasher as an emergency flare, to aid traffic control, and for any emergency situation. The portable unit folds like an umbrella to a convenient carrying length of 26½ inches. It operates on standard flashlight batteries, and is clearly visible for many city blocks. United Sales Co., Box 918, Wichita 1, Kans.

For more details circle No. 84 on enclosed return postal card.

Weed and Brush Control

Municipalities, counties and townships are advised to spray the brush on roadsides and through highway cuts to reduce driving hazard and beautify local areas. This brush and weed control can be handled chemically at a cost about one-third below that of hand or mechanical cutting. A new 24-page booklet gives full details on chemical brush control. Organic Chemicals Div., Monsanto Chemical Co., St. Louis 24, Mo.

For more details circle No. 85 on enclosed return postal card.

Airbrake Safety System

Literature describes a safety system that is said to virtually eliminate truck and trailer jack-knifing due to unequal airbrake application uses a venturi principle whereby the system applies multiple axle brakes in sequence quickly and smoothly, starting with the axle farthest from the tractor, thus keeping the trailing vehicles lined up and bringing the entire unit to a quick, safe stop. Power Brake Equipment Co., 1632 S.E. 11th Ave., Portland, Ore.

For more details circle No. 86 on enclosed return postal card.

Automatically Records Speed

The Kemco Speed-O-Meter can be used by municipalities and state police for effectively controlling speed and traffic. The unit automatically records the speed of a vehicle traveling through a fixed distance. At distances of 250 feet to 500 feet a stopwatch records the speed of the vehicle indicated on the dial both in time and in MPH. Literature gives full details. W. B. Kidder Engineering & Mfg. Co., 2140 Waite Ave., Kalamazoo, Mich.

For more details circle No. 87 on enclosed return postal card.

A Uniform Traffic Ticket

A uniform traffic ticket is now being used by over 35 states. It is endorsed and recommended by the American Bar Association, International Association of Chiefs of Police, National Safety Council, American Motor Vehicle Association, and other groups concerned with traffic safety. The ticket is designed to save time, promote accuracy and protect citizens. Weger Governmental Systems, 117 W. Shiwassee St., Lansing, Mich.

For more details circle No. 88 on enclosed return postal card.

Brighter Warning Light

To protect workmen and motorists at street construction and repair sites, use an Escolite warning light. These bright, sturdy units are equipped with a heavy-duty flasher mechanism. They are economical to operate and maintain. Literature gives full details. Electronic Specialties Co., Batavia 10, Ill.

For more details circle No. 89 on enclosed return postal card.

Measures Radiation

Should a bomb fall it is vital to know the degree of contamination by gamma and beta rays. Available are a remote area gamma monitor and a gamma-beta portable survey meter. Illustrated bulletin gives full details. Riggs Nucleonics Co., 717 N. Victory Blvd., Burbank, Calif.

For more details circle No. 90 on enclosed return postal card.

Street-Name Signs

Bulletin features a sturdy street-name sign designed for night and day visibility. The Ferro sign is constructed of porcelain enamel fused on quality steel. It is easy to read and economical to maintain. Ferro Enameling Co., 1100 57th Ave., Oakland 21, Calif.

For more details circle No. 91 on enclosed return postal card.

Traffic Signs Embedded in Pavement

Easily and permanently bonded to the street surface, these brightly colored plastic mats are highly reflective and provide long wear—even under the heaviest traffic conditions. Literature gives full details on Nefmats, Plastic Traffic Signs, and Nefslabs, Plastic Markers, Strips and Arrows. J. W. Neff Laboratories, Inc., Stockertown 10, Pa.

For more details circle No. 92 on enclosed return postal card.

Aluminum Highway Railings

Compiled in a new booklet entitled "Alcoa Aluminum Highway Railways," the material encompasses all phases of the use of aluminum as railings on bridges and roadways. Over 30 models of parapet railing post designs are offered, including 18 available for the first time. With each of these new posts, complete photographic coverage of actual installations in every type of atmosphere across the nation is pictured. Engineering and architectural considerations are briefed along with the many advantages inherent in the use of the low cost, low maintenance aluminum alloys. A complete division of the new catalog is devoted to the problems of design for every conceivable installation. Two other sections are concerned with construction specifications and lists of materials. Aluminum Company of America, 1501 Alcoa Bldg., Room 727, Pittsburgh 19, Pa.

For more details circle No. 93 on enclosed return postal card.

Lee Truck Tires

Catalog No. C-414, covers Lee's complete line of truck tires for on- and off-highway use. Included in 16-page booklet are facts about job payload performance. Lee Rubber & Tire Corp., Conshocken, Pa.

For more details circle No. 94 on enclosed return postal card.

Car-Call Mobile Receivers

Literature describes a highly-sensitive crystal-controlled receiver, completely self-contained in a smart two-tone grey steel case, with squelch circuit to quiet receiver between calls and standby switch to reduce battery drain. This radio receiver is ideal for use in trucking, petroleum and public utility communication systems, for monitoring police and fire calls by auxiliary and volunteer personnel, civilian defense agencies, and government officials, or as an auxiliary receiver in two-way systems. The set comes avialable in AM or FM units, pre-set to any frequency in 30 to 50 megacycle band. Seeley Electronics, 1060 S. La Brea Ave., Los Angeles 19, Calif.

For more details circle No. 95 on enclosed return postal card.

Aim to Live Program Backed by Nation's Police

Reduce speed after dark, keep headlights and other vehicle lights working properly and obey the "dimming" rule are the top recommendations of the nation's state police and highway patrols for safer night driving.

These "tips" topped the list of suggestions made by state police agencies from all 48 states in a telegraphic survey conducted by General Motors as part of its nationwide public service "Aim to Live" campaign for greater night traffic safety. The state authorities were asked what motorists could do to drive more safely at night.

GM's "Aim to Live" program is directed at reducing the night accident fatality rate which is three times greater than the daytime average for the number of miles driven. Through a multi-million dollar education program, including a $100,000 slogan contest on night driving now open to licensed motorists, General Motors hopes to alert drivers to simple night driving precautions which, if observed, could materially reduce the 20,000 lives lost on streets and highways at night each year.

Recommendations by the police on maintenance and use of lights placed greatest stress on proper headlight aiming and dimming. Their concern over headlight aim is backed up by the fact that independent studies show that more than half the cars on the road today have lights that are improperly aimed.

General Motors' 18,500 automobile and truck dealers throughout the nation, plus thousands of independent garages and service stations, are cooperating in GM's "Aim to Live" campaign by providing headlight aiming service at nominal cost for all makes and models of cars.

The state police survey pointed up that dimming headlights is important when following fairly closely behind another car as well as when meeting an oncoming car. In the case of the latter, they said the best protection against oncoming glaring headlights is to slow down and look along the right edge of the road rather than directly into the lights. They also warned against the dangerous practice of "returning glare for glare" by refusing to dim because the other driver doesn't.

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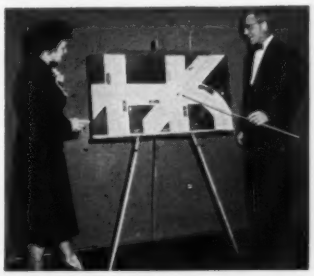

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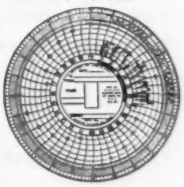

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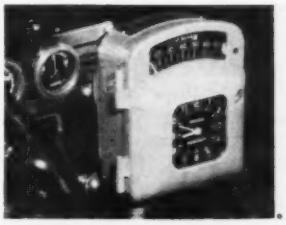

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ITE Slates 10 Freeway Operations Seminars

Ten seminars to discuss traffic operations on freeways will be held in 1958 and 1959, the Institute of Traffic Engineers has announced. Four seminars are planned for this year, the remainder will be held in 1959.

The seminars have been planned because new freeways to be built in the coming years will present many new and different problems. Officials at all levels of government will meet new problems during the planning and construction stages, and especially in the operation of the new facilities.

A team of speakers and discussion leaders, each of whom has had experience with this type of roadway, will guide each seminar. Responsible officials of state, county and city government within a 300-400 mile radius of the seminar will be invited to attend.

Leaders at the Ohio seminar will include: B. W. Marsh, AAA, Washington, D. C.; E. R. Ricker, New Jersey Turnpike Authority; O. K. Normann, and D. W. Loutzenheiser, U. S. Bureau of Public Roads; A. F. Malo, Detroit Dept. of Streets and Traffic; Lt. John L. Bishop, Ohio State Highway Patrol; Insp. W. H. Polkinghorn, Detroit Police, and Joseph E. Havenner, president, Institute of Traffic Engineers.

A local committee of the Ohio Section of the Institute of Traffic Engineers is responsible for arrangements for the first seminar. General Chairman is Harold G. Eckhardt of the Ohio Department of Highways, assisted by M. C. Condrey of Cincinnati and J. V. Musick of Columbus. Program planning has been the project of a steering committee of the Institute. Serving as chairman has been E. G. Wetzel, of the Port of New York Authority. He has had the help of a committee of engineers appointed by Joseph E. Havenner, president of the Institute.

"Many public officials are going to have new problems—and big problems—when freeways start operating in their jurisdictions," said Mr. Havenner, "The new highway program is going to bring a tremendous challenge to officials of many cities, counties, and even states which have never experienced anything like this before."

"These seminars are being planned to help local officials meet this challenge as it develops," he said. "Not only will there be problems on the freeways, but on adjacent streets and roads as well. Those who have been through it can be of real help to those who have yet to face it."

The Automotive Safety Foundation is cooperating with the Institute in presenting the seminar series.

ASSISTANT TRAFFIC ENGINEER

$597 to $776 a month, including annual automatic and longevity salary increases. Starting salary may be at any step in basic range ($597 to $712) depending upon qualifications. Interview and moving expenses paid by city. U.S. citizenship required, but no residence restrictions for man to begin work. Registration as a professional engineer required. Wisconsin Retirement Fund and Social Security Benefits.

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—are catalogs, brochures, spec sheets and booklets describing equipment and services to help you solve your traffic safety problems. You can build a valuable reference file with these free publications.

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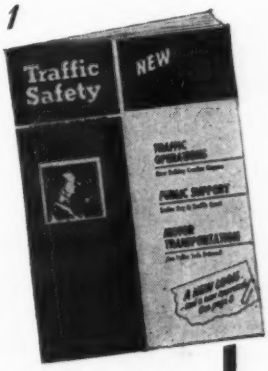

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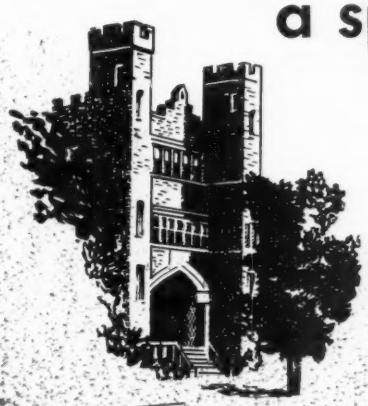

With ever increasing enrollments, crowding of facilities and use of technical equipment, the hazards of fire, personal injury, and other accidents have become magnified on today's campus. In answer to requests from many colleges and universities for an aid to expanded, modern safety programming and education, the National Safety Council has created a new Annual Safety Service for Colleges and Universities . . . a hand-picked collection of safety training and program aids geared *especially* for their use.

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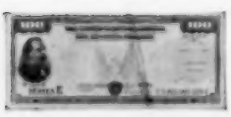

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